

# EVENT MANAGEMENT

Administered by the Department of Apparel, Events, and Hospitality Management.

The program offers study for the degree of Bachelor of Science with a major in event management. The program prepares undergraduate students for careers in leading event and meeting management businesses. Through the major, students gain background and experiences in planning, budgeting, and implementing conferences, meetings, and other special events in the public or private sectors. Course work provides students with a general education plus professional preparation focusing on the concepts and principles involved in meeting and event planning strategy; special event management; stakeholder development; budgets and finance; site selection; contracts, vendors, and negotiations; marketing and promotions; food and beverage management; meeting technology; event evaluation; and hospitality law. Event electives include courses in event sustainability, event digital promotion, incentive meetings, and international conference planning. Supporting courses include foodservice, catering, promotion, brand management, trend analysis, fashion, and resource management. Learning experiences are provided through planning university events such as Dance Marathon, Family Weekend, CHS Week, Student Union Board, and Homecoming, as well as other campus and community events.

Graduates from this program are prepared for careers in event planning (corporate events, celebrations, education, promotions, commemorations, trade shows, weddings, conferences, association events, exhibitions, festivals, philanthropies, entertainment, fundraising, conventions, and sport events) and small business development (entrepreneurship). Graduates demonstrate leadership characteristics and make decisions based on integrating knowledge of financial, human resources, promotion, and event management principles. Students are required to complete an internship in event management prior to graduation.

The AESHM Department offers a minor in event management. The minor can be earned by successfully completing the following for a total of 15 credits.

9 credits are required:

EVENT 271	Introduction to Event Management	3
EVENT 371	Conference and Meeting Planning	3
EVENT 471	Special Events Coordination	3

And six credits of the following: 6

AESHM 287	Principles of Management in Human Sciences
AESHM 340	Hospitality and Apparel Marketing Strategies
or MKT 340	Principles of Marketing
AESHM 342	Aesthetics of Consumer Experience

AESHM 474	Entrepreneurship in Human Sciences
HSP M 437	Hospitality Information Technology
P R 220	Principles of Public Relations
<b>Total Credits</b>	<b>15</b>

## Leading to the degree Bachelor of Science

Total credits required: 123, including a minimum of 18 credits from the AESHM Department at Iowa State University for the degree.

The curriculum in event management prepares students for careers in leading event and meeting management businesses. Courses are required in general education, and the professional area. Students majoring in Event Management are required to earn C- or better in all AESHM and EVENT courses, and all courses in the EVENT Core.

Communication Proficiency Requirement: Grade of C or better in ENGL 150 Critical Thinking and Communication, and ENGL 250 Written, Oral, Visual, and Electronic Composition.

## Curriculum in Event Management

Administered by the Apparel, Events, and Hospitality Management Department.

Leading to the degree Bachelor of Science.

Total credits required: 123 including a minimum of 18 credits from the AESHM Department at Iowa State University for the degree. The curriculum in event management prepares students for careers in leading event and meeting management businesses. Courses are required in general education, and the professional area. Students majoring in Event Management are required to earn C- or better in all AESHM and EVENT courses, and all courses in the EVENT Core. Communication Proficiency Requirement: Grade of C or better in ENGL 150 Critical Thinking and Communication, and ENGL 250 Written, Oral, Visual, and Electronic Composition.

A minor in event management is available; see requirements under Apparel, Events, and Hospitality Courses and Programs.

### Cr. Degree Requirements Communication Skills

ENGL 150	Critical Thinking and Communication	3
ENGL 250	Written, Oral, Visual, and Electronic Composition	3
LIB 160	Information Literacy	1
<b>One of the following:</b>		<b>3</b>
COMST 102	Introduction to Interpersonal Communication	
COMST 214	Professional Communication	
SP CM 212	Fundamentals of Public Speaking	
<b>Total Credits</b>		<b>10</b>

**Natural Sciences and Mathematical Disciplines**

Select one MATH course from: 3

MATH 104	Introduction to Probability	
MATH 105	Introduction to Mathematical Ideas	
MATH 140	College Algebra	
MATH 150	Discrete Mathematics for Business and Social Sciences	
MATH 160	Survey of Calculus	

Select one from: 3-4

STAT 101	Principles of Statistics	
STAT 104	Introduction to Statistics	

Natural Sciences 3

Select from: Astronomy, Biology, Biochemistry, Chemistry, Ecology, Entomology, Environmental Science, Environmental Studies, FS HN 101 or FS HN 167, Genetics, Geology, Meteorology, Horticulture, Microbiology, Physics or A M D 204

Total Credits 9-10

**Social Sciences**

ECON 101 Principles of Microeconomics 3

6 credits from the following: 6

ECON 102	Principles of Macroeconomics	
HD FS 102	Individual and Family Development, Health, and Well-being	
PSYCH 101	Introduction to Psychology	
PSYCH 230	Developmental Psychology	
PSYCH 280	Social Psychology	
SOC 134	Introduction to Sociology	
A M D 165	Dress and Diversity in Society	

Total Credits 9

**Humanities**

World Languages and Cultures course suggested OR courses from 6-8  
African and African American Studies, American Indian Studies, Anthropology, Art History, Classical Studies, History, Literature, Philosophy, Religious Studies, Music or Dance Appreciation, Women's Studies, Theater, CMDIS 286, INTST 235

Total Credits 6-8

**Core Courses**

EVENT 271	Introduction to Event Management	3
EVENT 371	Conference and Meeting Planning	3
EVENT 367X	Event Sales	3
AESHM 470F	Supervised Professional Internship: Event Management	3-6

EVENT 471 Special Events Coordination 3

Total Credits 15-18

**Professional Courses**

ACCT 284	Financial Accounting	3
AESHM 112	Orientation for AESHM	1
AESHM 113E	Professional Development for AESHM: Event Management and Hospitality Management - Directions LC	1
AESHM 175D	Financial Applications for Retail and Hospitality Industries: Hospitality Management	2
AESHM 287	Principles of Management in Human Sciences	3
AESHM 311E	Seminar on Careers and Internships: Event Management and Hospitality Management	1
AESHM 340	Hospitality and Apparel Marketing Strategies	3
AESHM 342	Aesthetics of Consumer Experience	3
AESHM 411E	Seminar on Current Issues: Events and Hospitality	1
AESHM 438	Human Resource Management	3
Select one from:		3
ACCT 215	Legal Environment of Business	
HSP M 315	Hospitality Law	

Total Credits 24

**Event Management Electives**

Select from:		24
ADVRT 230	Advertising Principles	3
ADVRT 301	Research and Strategic Planning for Advertising and Public Relations	3
AESHM 170	Supervised Work Experience I	1
AESHM 211	Leadership Experiences and Development (LEAD)	3
AESHM 222	Creativity on Demand	3
AESHM 270F	Supervised Work Experience II: Event Management	1-2
AESHM 272	Fashion Show Production and Promotion	1-3
AESHM 381	International Field Study	1-3
AESHM 421	Developing Global Leadership: Maximizing Human Potential	3
AESHM 470F	Supervised Professional Internship: Event Management	3-6
A M D 257	Museum Studies	3
A M D 275	Retail Merchandising	3
A M D 377	Visual Presentation and Promotions	3
ARTIS 212	Studio Fundamentals: Computers	2
EVENT 203X	Event Management Sophomore Mentorship	2
EVENT 277X	Introduction to Digital Promotion in Event Management	3

EVENT 289	Contemporary Club Management	3
EVENT 320	Attractions and Amusement Park Administration	3
EVENT 328	Incentive Meeting Management	3
EVENT 333	Entertainment Venue Management	3
EVENT 373	Wedding Planning and Management	3
EVENT 378	Sustainable Event Management	3
EVENT 379	Nonprofit Fundraising Event Planning	3
EVENT 423	International Meetings and Conferences Management	3
EVENT 485X	Event Management Production	
HSP M 383	Introduction to Wine, Beer, and Spirits	2
HSP M 383L	Introduction to Wine, Beer and Spirits Laboratory	1
HSP M 431	Case Studies in Event Management	3
HSP M 437	Hospitality Information Technology	3
P R 220	Principles of Public Relations	3
P R 305	Publicity Methods	3

Humanities	3 Event	3
"Select from" course	Management Electives	
Math	3 Event	3
"Select from" course	Management Electives	
Social Science	3 Select from:	3
"Select from" Course		
	ACCT 215 or HSP M 315	
	15	15

### Event Management, B.S.

#### Freshman

Fall	Credits Spring	Credits
AESHM 112	1 AESHM 175D	2
AESHM 113E	1 ECON 101	3
ENGL 150	3 ENGL 250	3
EVENT 271	3 LIB 160	1
HSP M 101	3 Humanities "Select from" Course	3
Social Science	3 Natural Sciences	3
"Select from" Course	"Select from" course	
	14	15

#### Sophomore

Fall	Credits Spring	Credits
Event Management elective course	3 ACCT 284	3
General Elective	3 AESHM 287	3

#### Junior

Fall	Credits Spring	Credits Summer	Credits
AESHM 311E	1 EVENT 367X	3 AESHM 470F	3
AESHM 340	3 HSP M 260	3	
AESHM 342	3 Select from:	3-4	
EVENT 371	3 STAT 101 or 104		
Speech/Communication Course	3 Event Management Electives Course	3	
General Elective	3 General Elective	3	
	16	15-16	3

#### Senior

Fall	Credits Spring	Credits
AESHM 411E	1 AESHM 438	3
AESHM 474	3 EVENT 471	3
Event Management Electives Course	3 Event Management Electives Course	3

Event Management Electives Course	3 Event Management Electives Course	3
General Elective	3 General Elective	3
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	16	15

Total Credits: 124-125

**Courses primarily for undergraduates:**

**EVENT 271: Introduction to Event Management**

(3-0) Cr. 3. F.S.

Overview of the event management industries. Techniques and procedures required for producing successful and sustainable events.

**EVENT 289: Contemporary Club Management**

(Cross-listed with HSP M). (3-0) Cr. 3. F.S.

*Prereq: HSP M 101*

Organization and management of private clubs including city, country, and other recreational and social clubs. Field trip may be required.

**EVENT 290: Independent Study**

Cr. 1-2. Repeatable, maximum of 4 credits. F.S.SS.

*Prereq: Freshman or Sophomore Classification. Permission of instructor, adviser, and department chair.*

Independent study on topics of special interest to the student, facilitated by approved faculty member. No more than 9 credits of EVENT 290 and EVENT 490 may be applied towards graduation requirements.

**EVENT 320: Attractions and Amusement Park Administration**

(Cross-listed with HSP M). (3-0) Cr. 3. S.

*Prereq: HSP M 101 or permission of instructor*

Examination of current issues in the attractions and amusement park industry. Emphasis will be placed on development and design along with the functional departments of modern amusement parks and themed attractions.

**EVENT 328: Incentive Meeting Management**

Cr. 3. F.

*Prereq: EVENT 271, Event Management major*

Overview of the incentive meeting industry. Focus on incentive meeting planning, destination selection, program development, risk management, cultural aspects of international/national site selection and incentive meeting execution, and incentive meeting evaluation.

**EVENT 333: Entertainment Venue Management**

(3-0) Cr. 3. F.S.

*Prereq: EVENT 271 or equivalent*

Organization and management of various types of entertainment venues including clubs, theaters, auditoriums, and arenas.

**EVENT 371: Conference and Meeting Planning**

(3-0) Cr. 3. F.S.

*Prereq: EVENT 271 and junior standing*

Application of event management principles to conference and meeting planning. Providing a comprehensive introduction to the key elements of the global conference, convention and meetings focus on destination marketing and professional development.

**EVENT 373: Wedding Planning and Management**

(3-0) Cr. 3. F.S.

*Prereq: EVENT 371 and Event Management major*

Overview of wedding event industry. Focus on wedding planning processes and implementation, design, and business planning and development.

**EVENT 378: Sustainable Event Management**

Cr. 3. S.

*Prereq: EVENT 271, EVENT majors.*

Introduction to international sustainable event standards, and how to measure the environmental impact of an event. Topics include ethics, corporate social responsibility (CSR), and sustainability related practices. Students will be expected to complete written assignments and participate in group-based projects.

**EVENT 379: Nonprofit Fundraising Event Planning**

Cr. 3. F.

*Prereq: EVENT 271, Instructor's permission.*

The role of Nonprofit Organizations (NPOs) in the United States, and how NPOs secure essential income and help educate donors, guests, and volunteers of the organizational mission. Fundamentals of an event-based fundraising (e.g., a gala dinner) or community-based fundraising (e.g., runs, walks, and rides). Budgeting, marketing outreach, logistics management. Use of strategic tools, such as website and social media, to help increase financial success of a fundraising event. Grant-writing content.

**EVENT 393: Event Management Workshop**

Cr. 1-3. Repeatable, maximum of 6 credits. F.S.SS.

*Prereq: EVENT Junior or Senior Classification and Permission of Instructor*

Intensive 2 to 8 week workshop exploration. Topics vary each time offered. Maximum of 6 Event 393 credits can be applied to graduation.

**EVENT 423: International Meetings and Conferences Management**

Cr. 3. S.

*Prereq: EVENT 271, EVENT 371*

Strategies and tactics for planning a meeting, exposition, or convention that is held outside of the United States; and a meeting, exposition, or convention that attracts numerous international attendees to the United States.

**EVENT 431: Case Studies in Event Management**

(Dual-listed with EVENT 531). (Cross-listed with HSP M). Cr. 3. S.

*Prereq: Graduate-level standing and permission by instructor.*

Operational and strategic challenges in the event management industry through directed case studies, roundtable discussions, and industry-related readings. Students will critically evaluate case studies related to event management in areas of event strategy, financial management, event operations, stakeholder development, event design, marketing, and other event topics.

**EVENT 471: Special Events Coordination**

(3-0) Cr. 3. F.S.

*Prereq: EVENT 371 and junior standing; permission of instructor.*

Advanced application event management. Provide leadership and communicate direction for production of an event including developing event strategy, financial management, wayfinding, volunteer management, and marketing.

**EVENT 490: Independent Study**

Cr. arr. Repeatable.

*Prereq: Sections B-D: Program approval; Section H: Full membership in Honors Program*

Independent study.

**EVENT 490B: Independent Study: Conferences**

Cr. arr. Repeatable.

*Prereq: Program approval*

Independent study.

**EVENT 490C: Independent Study: Special Events**

Cr. arr. Repeatable.

*Prereq: Program approval.*

Independent study.

**EVENT 490D: Independent Study: Event Management**

Cr. arr. Repeatable.

*Prereq: Sections B-D: Program approval; Section H: Full membership in Honors Program*

Independent study.