

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.

The program also houses "The Meeting Room: Where Experiences and Technology Innovate," a lab designed to allow Event Management students to have hands-on access to a number of cutting-edge technology tools designed to let students focus on new and event disruptive ideas in events and meeting management. The lab is equipped with virtual reality headsets, event sound and lighting equipment, wireless connectivity to displays for BYOD, and group/collaboration furniture.

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 student experience is enhanced through networking and development events with our Event Management Executive Advisory Council, meeting/event industry conferences and association meetings, and international experiences designed specifically for event management students.

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 and Event Technology Applications	
P R 220	Principles of Public Relations	
Total Credits		15

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**10 Communication Skills**

ENGL 150	Critical Thinking and Communication *	3
ENGL 250	Written, Oral, Visual, and Electronic Composition *	3
LIB 160	Information Literacy	1
Select from:		3
COMST 102	Introduction to Interpersonal Communication	
COMST 214	Professional Communication	
SP CM 212	Fundamentals of Public Speaking	
Total Credits		10

9-10 Natural Sciences and Mathematical Disciplines

Select from:		3
MATH 104	Introduction to Probability	
MATH 105	Introduction to Mathematical Ideas	
MATH 106	Discovering Mathematics	
MATH 140	College Algebra	
MATH 150	Discrete Mathematics for Business and Social Sciences	
MATH 160	Survey of Calculus	
Select 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

9 Social Sciences

ECON 101	Principles of Microeconomics	3
Select from:		6
A M D 165	Dress, Appearance, and Diversity in Society	
ECON 102	Principles of Macroeconomics	
HD FS 102	Individual and Family Development, Health, and Well-being	
POL S 215	Introduction to American Government	
PSYCH 101	Introduction to Psychology	
PSYCH 230	Developmental Psychology	
PSYCH 280	Social Psychology	
SOC 134	Introduction to Sociology	
Total Credits		9

6 Humanities

AESHM 342	Aesthetics of Consumer Experience	3
World Languages and Cultures (Foreign Language) course suggested		3
OR courses from African and African American Studies, American Indian Studies, Anthropology, Art History, Classical Studies, CMDIS 286, DSN S 183, History, INTST 235, Literature, Philosophy, Religious Studies, Music or Dance Appreciation, Women's Studies, Theater		
Total Credits		6

21-24 Core Courses

EVENT 212	Digital Production in Event Management	3
EVENT 271	Introduction to Event Management	3
EVENT 367	Event Sales	3
EVENT 371	Conference and Meeting Planning	3
EVENT 471	Special Events Coordination	3
EVENT 485	Event Management Production	3
AESHM 470F	Supervised Professional Internship: Event Management	3-6
Total Credits		21-24

32 Professional Courses

ACCT 284	Financial Accounting	3
AESHM 112	Orientation for AESHM	1
AESHM 113E	Professional Development for AESHM: Event and Hospitality Management - Directions Learning Community	1
or AESHM 213	Transitions: Pre-Professional Strategies and Career Explorations	
AESHM 175D	Financial Applications for Retail and Hospitality Industries: Hospitality Management	2
AESHM 238	Human Resource Management	3
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
or MKT 340	Principles of Marketing	
AESHM 411E	Seminar on Current Issues: Events and Hospitality	1
AESHM 474	Entrepreneurship in Human Sciences	3
H S 105	First Aid and Emergency Care	2
HSP M 101	Introduction to the Hospitality Industry	3
HSP M 260	Global Tourism Management	3
Select from:		3
ACCT 215	Legal Environment of Business	

HSP M 315	Hospitality Law	
Total Credits		32

12 Event Management Electives

Select from:		12
EVENT 203X	Event Management Sophomore Mentorship	
EVENT 277	Introduction to Digital Promotion in Event Management	
EVENT 289	Contemporary Club Management	
EVENT 320	Attractions and Amusement Park Administration	
EVENT 328	Incentive Meeting Management	
EVENT 333	Entertainment Venue Management	
EVENT 373	Wedding Planning and Management	
EVENT 378	Sustainable Event Management	
EVENT 379	Nonprofit Fundraising Event Planning	
EVENT 423	International Meetings and Conferences Management	
Total Credits		12

9 Professional Electives

Select from:		9
AESHM 170	Supervised Work Experience I	
AESHM 180E	First Year Student Field Study: Hospitality and Event Management	
AESHM 211	Leadership Experiences and Development (LEAD)	
AESHM 222	Creativity on Demand	
AESHM 270F	Supervised Work Experience II: Event Management	
AESHM 272	Fashion Show Production and Promotion	
AESHM 281	Orientation to International Field Study	
AESHM 381	International Field Study	
AESHM 470F	Supervised Professional Internship: Event Management	
A M D 275	Retail Merchandising	
A M D 377	Visual Presentation and Promotions	
HSP M 383	Introduction to Wine, Beer, and Spirits	
HSP M 383L	Introduction to Wine, Spirits, and Mixology Laboratory	
HORT 131	Floral Design	
KIN 399	Recreational Sport Management	
P R 220	Principles of Public Relations	
P R 305	Publicity Methods	
Total Credits		9

Event Management, B.S.

Freshman

Fall	Credits Spring	Credits
AESHM 112	1 AESHM 175D	2
AESHM 113E	2 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 "Select from" Course	3 Natural Sciences "Select from" course	3
15		15

Sophomore

Fall	Credits Spring	Credits
Event Management elective course	3 ACCT 284	3
General Elective	3 AESHM 287	3
Humanities "Select from" course	3 Event Management Electives	3
Math "Select from" course	3 Event Management Electives	3
Social Science "Select from" Course	3 Select from: ACCT 215 or HSP M 315	3
15		15

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 "Select from" 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 238	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	
General Elective	3		
16		15	

Total Credits: 125-126

Courses primarily for undergraduates:

EVENT 212: Digital Production in Event Management

(2-2) Cr. 3. F.

Prereq: Event Management major

Applications of skills in Adobe Suite and other software technologies. Introduction to design elements used within the event management industry with a focus on digital publishing of marketing and promotional materials, wayfinding, and other stationery items. Face-to-face lecture and laboratory work.

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 277: Introduction to Digital Promotion in Event Management

Cr. 3. F.S.

Prereq: EVENT 271

Event management digital channels and platforms, including display advertising, search advertising, social media, and mobile. Students will be introduced to the most popular event management platforms as well as digital event management topics of visual marketing, digital media planning, and content marketing.

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 367: Event Sales

(3-0) Cr. 3.

Prereq: EVENT 271; AESHM 340

Overview of sales marketing management in the event industry and the role of the professional event sales manager in the marketing process. As an event professional, learn best sales practices to develop your personal selling style, to build on your strengths, and to create a referral business that delivers results. Principles covered include the characteristics and skills necessary for success in sales; strategic planning; sales leadership; analyzing customers and markets; designing and developing the sales force; the importance of relationship building; process management; and measurement, analysis, and knowledge management.

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.

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 485: Event Management Production

Cr. 3.

Prereq: Event 471; limited to Event Management majors; application and instructor permission

Planning and execution of an event including strategic planning, site selection, stakeholder development, event sponsorship, financial management, event marketing, event operations, and event evaluation.

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.