

# EVENT MANAGEMENT (EVENT)

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**Any experimental courses offered by EVENT can be found at:**

registrar.iastate.edu/faculty-staff/courses/explistsings/ (<http://www.registrar.iastate.edu/faculty-staff/courses/explistsings/>)

**Courses primarily for undergraduates:**

## **EVENT 171: 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 203: Event Management Sophomore Mentorship**

(1-2) Cr. 2. S.

*Prereq: Sophomore classification; AESHM 113 or 213; EVENT 271; by application only*

Event Management sophomore students will be paired with a professional mentor in the event industry. Students will meet in the class and individually with their professional mentor throughout the spring semester. Students will be assessed on their experience through reflection, presentation, and mentor evaluation.

## **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 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 planning elements of the global conference, convention and meetings.

**EVENT 373: Wedding Planning and Management**

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

*Prereq: EVENT 271 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.

**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*

A comprehensive understanding of the strategies, procedures and nuances of planning and executing multinational and multicultural meetings, expositions, conventions or events held outside of the United States. The international aspects that will be covered include planning, budgeting, logistics, venue selection, risk management, and cross-cultural understanding.

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

(Dual-listed with EVENT 531). 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 of event management. Provide leadership and communicate direction for production of an event including developing event strategy, financial management, wayfinding, volunteer management, and event marketing. Discussion of fairs, festivals, Olympics, World's Fairs, unplanned events, lifecycle events.

**EVENT 485: Event Production**

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

*Prereq: Event 371*

Event management production and design elements, including experience design, technical equipment, staging, lighting, and set design. Students will develop a design concept and event proposal to be implemented as part of EVENT 486X.

**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.

**Courses primarily for graduate students, open to qualified undergraduates:**

**EVENT 531: Case Studies in Event Management**

(Dual-listed with EVENT 431). 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 599: Creative Component**

(3-0) Cr. 3.

*Prereq: Graduate level standing*

Creative component as arranged with instructor.

**Courses for graduate students:****EVENT 634: Theory and Research Seminar in Event Management**

Cr. 3. SS.

*Prereq: STAT 401 or a graduate level course in statistics or by permission of instructor*

Analysis and application of theories and research methodologies in event management and is designed to strengthen students' analytical and critical perspectives to evaluate event management research.

Multidisciplinary approach to the areas of sports events, festivals and fairs, conventions and tradeshow, mega events, and event tourism.