

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. To complete the program, a student combines general education, Event core classes, and a structure of focused courses to form an option in: (a) corporate/business events, (b) virtual events, (c) social events: weddings and nonprofit events, (d) sport events, or (e) innovative event experiences in retail.

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. The minor must include at least 9 credits that are not used to meet any other department, college, or university requirement.

9 credits are required:

EVENT 171	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 211	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 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 (Food and the Consumer), FS HN 167 (Human Nutrition), 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 and Gender Studies, Theater		

Total Credits 6

4-8 General Electives

24-27 Core Courses

EVENT 171	Introduction to Event Management	3
EVENT 212	Digital Production in Event Management	3
EVENT 367	Event Sales	3
EVENT 371	Conference and Meeting Planning	3
EVENT 471	Special Events Coordination	3
EVENT 485	Event Production	3
EVENT 486X	Advanced Event Production	3
AESHM 470F	Supervised Professional Internship: Event Management	3-6

Total Credits 24-27

33 Professional Core Courses

ACCT 284	Financial Accounting	3
AESHM 111L	AESHM Program Orientation, Careers, and Learning Community	1
AESHM 111X	Professional Development for AESHM	3
AESHM 211	Leadership Experiences and Development (LEAD) (Remove AESHM 211)	3
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 474	Entrepreneurship in Human Sciences	3
HSP M 101	Introduction to the Hospitality Industry	3
HSP M 133	Food Safety Certification	1
H S 105	First Aid and Emergency Care	2
Select from:		3
ACCT 215	Legal Environment of Business	
HSP M 315	Hospitality Law	

HSP M 260	Global Tourism Management	3
Total Credits		35

15 Professional Elective Courses

EVENT 277	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 383X	Sport Events	3
AESHM 170	Supervised Work Experience I	1
AESHM 180E	First Year Student Field Study: Hospitality and Event Management	2
AESHM 222	Creativity on Demand	3
AESHM 270F	Supervised Work Experience II: Event Management	2
AESHM 272	Fashion Show Production and Promotion	2
AESHM 281	Orientation to International Field Study	1
AESHM 365X	Event, Hospitality, and Retail Risk Management	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
AESHM 472	Fashion Show Management	2-3
A M D 275	Retail Merchandising	3
A M D 377	Visual Presentation and Promotions	3
HSP M 189	Introduction to University Dining Services Management	1
HSP M 280	Non-Alcoholic Beverages and Café Operations	3
HSP M 383	Wine and Spirits in Hospitality Management	2
HSP M 383L	Wine, Spirits, and Mixology Laboratory in Hospitality Management	1
HSP M 385	Beer and Brewed Beverages in the Hospitality Industry	1
HSP M 437	Hospitality and Event Technology Applications	3
HSP M 487	Fine Dining Event Management	3
HORT 131	Floral Design	2
HORT 132X	Wedding and Event Floral Design	2
KIN 399	Recreational Sport Management	3

P R 220	Principles of Public Relations	3
P R 305	Publicity Methods	3

Primary Options:

Select one professional primary option from the following five choices:

CORPORATE/BUSINESS EVENTS (9 cr.)

EVENT 289	Contemporary Club Management	3
EVENT 320	Attractions and Amusement Park Administration	3
EVENT 378	Sustainable Event Management	3
Total Credits		9

VIRTUAL EVENTS (9 cr.)

EVENT 277	Introduction to Digital Promotion in Event Management	3
EVENT 393	Event Management Workshop	3
HSP M 437	Hospitality and Event Technology Applications	3
Total Credits		9

SOCIAL EVENTS: WEDDINGS AND NONPROFIT EVENTS (9 cr.)

EVENT 373	Wedding Planning and Management	3
EVENT 379	Nonprofit Fundraising Event Planning	3
HSP M 487	Fine Dining Event Management	3
Total Credits		9

SPORTS EVENTS (9 cr.)

AESHM 270F	Supervised Work Experience II: Event Management	2
EVENT 383X	Sport Events	3
HSP M 189	Introduction to University Dining Services Management	1
KIN 399	Recreational Sport Management	3
Total Credits		9

INNOVATIVE EVENT EXPERIENCES IN RETAIL (9 cr.)

A M D 275	Retail Merchandising	3
AESHM 345X/346X	Retail/Hospitality Experiences & Events	3
A M D 377	Visual Presentation and Promotions	3
Total Credits		9

Event Management, B.S.

Freshman

Fall	Credits	Spring	Credits
AESHM 111L	1	AESHM 211	3
AESHM 111X	1	ECON 101	3
ENGL 150	3	ENGL 250	3

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. S.

Prereq: EVENT 171 or 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. 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, advisor, 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 171 or 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 destination, incentive meeting execution, and incentive meeting evaluation.

EVENT 333: Entertainment Venue Management

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

Prereq: EVENT 171 or 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. F.S.

Prereq: EVENT 171 or 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 171 or 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 171 or 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 171 or 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 171 or 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 171 or 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. F.

Prereq: Graduate-level standing

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, stakeholder relations, risk management, fundraising and sponsorship, promotion, developing objectives, and evaluation and assessment. Students will develop a conference design proposal to be implemented as part of EVENT 486.

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. F.

Prereq: Graduate-level standing

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 561: Advanced Topics in Event Management

Cr. 3. S.

Prereq: Graduate standing

Advanced meeting and event planning topics including event strategy, event risk and security management, event financial management, event design, event project management, and event tourism strategy.

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.