

# 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.

## 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

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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	Introduction to College Level Research	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	

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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	
<b>Total Credits</b>		<b>9-10</b>

**9 Social Sciences**

ECON 101	Principles of Microeconomics	3
Select from:		6
A M D 165	Dress, Appearance, and Diversity in U.S. Society	
ECON 102	Principles of Macroeconomics	
HD FS 102	Individual and Family Development, Health, and Well-being	
POL S 111	Introduction to American Government	
PSYCH 101	Introduction to Psychology	
PSYCH 230	Developmental Psychology	
PSYCH 280	Social Psychology	
SOC 134	Introduction to Sociology	
<b>Total Credits</b>		<b>9</b>

**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		
<b>Total Credits</b>		<b>6</b>

**9-13 General Electives  
24-27 Core Courses**

EVENT 171	Introduction to Event Management	3
EVENT 212	Digital Production in Event Management	3
EVENT 343X	Virtual and Hybrid Events	3
EVENT 367	Event Sales	3
EVENT 371	Conference and Meeting Planning	3
EVENT 471	Special Events Coordination	3

EVENT 485	Event Production	3
AESHM 470F	Supervised Professional Internship: Event Management	3-6

**Total Credits 24-27**

**28 Professional Core Courses**

ACCT 284	Financial Accounting	3
AESHM 111L	AESHM Program Orientation, Careers, and Learning Community	1
AESHM 111	Professional Development for AESHM	1
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	
HSP M 101	Introduction to the Hospitality Industry	3
HSP M 133	Food Safety Certification	1
Select from:		3
ACCT 215	Legal Environment of Business	
HSP M 315	Hospitality Law	
HSP M 260	Global Tourism Management	3

**Total Credits 28**

**9 Event Management 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	Sports Event Management	3
EVENT 393	Event Management Workshop	1-3
EVENT 420	Fairs, Festivals, and Events Management	3
EVENT 423	International Meetings and Conferences Management	3
EVENT 486X	Advanced Event Production	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 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
AESHM 474	Entrepreneurship in Human Sciences	3
A M D 275	Retail Merchandising	3
A M D 377	Visual Presentation and Promotions	3
HSP M 225	Introduction to Food Service Operations	3
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 Hospitality Management	1
HSP M 437	Hospitality and Event Technology Applications	3
HSP M 487	Fine Dining Event Management	3
HORT 131	Floral Design	2
HORT 132	Wedding and Event Floral Design	2
H S 105	First Aid and Emergency Care	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 (15 cr.)

EVENT 320	Attractions and Amusement Park Administration	3
EVENT 328	Incentive Meeting Management	3
EVENT 423	International Meetings and Conferences Management	3
EVENT 486X	Advanced Event Production	3
EVENT 378	Sustainable Event Management	3
<b>Total Credits</b>		<b>15</b>

#### SOCIAL EVENTS: WEDDINGS AND NONPROFIT EVENTS (15 cr.)

AESHM 474	Entrepreneurship in Human Sciences	3
EVENT 277	Introduction to Digital Promotion in Event Management	3

EVENT 373	Wedding Planning and Management	3
EVENT 379	Nonprofit Fundraising Event Planning	3
HSP M 487	Fine Dining Event Management	3
<b>Total Credits</b>		<b>15</b>

#### SPORTS EVENTS (15 cr.)

EVENT 289	Contemporary Club Management	3
EVENT 333	Entertainment Venue Management	3
EVENT 383X	Sports Event Management	3
HSP M 225	Introduction to Food Service Operations	3
KIN 399	Recreational Sport Management	3
<b>Total Credits</b>		<b>15</b>

#### INNOVATIVE EVENT EXPERIENCES IN RETAIL (15 cr.)

A M D 275	Retail Merchandising	3
A M D 377	Visual Presentation and Promotions	3
AESHM 345X/346X	Retail/Hospitality Experiences & Events	3
AESHM 474	Entrepreneurship in Human Sciences	3
EVENT 277	Introduction to Digital Promotion in Event Management	3
<b>Total Credits</b>		<b>15</b>

### Event Management, B.S.

#### Freshman

Fall	Credits	Spring	Credits
AESHM 111	1	ECON 101	3
AESHM 111L	1	ENGL 250	3
ENGL 150	3	LIB 160	1
EVENT 171	3	Humanities	3
		"Select from" Course	
HSP M 101	3	Natural Sciences	3
		"Select from" Course	
Social Science	3	AESHM 211	3
"Select from" Course			

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Sophomore			
Fall	Credits	Spring	Credits
AESHM 287		3 AESHM 340	3
EVENT 212		3 AESHM 238	3
Event Management Electives course		3 ACCT 215 or HSP M 315	3
Math "Select from" Course		3 EVENT 371	3
Social Science "Select from" Course		3 Course #1 towards "Option" HSP M 133	3
		<b>15</b>	<b>16</b>

Junior					
Fall	Credits	Spring	Credits	Summer	Credits
AESHM 311		1 EVENT 471		3 AESHM 470F	3
ACCT 284		3 EVENT 485			3
AESHM 342		3 Course #3 towards "Option"			3
EVENT 367		3 STAT 101 or 104		3-4	
Course #2 towards "Option"		3 Event Management Electives course			3
General Elective Course		2			
		<b>15</b>	<b>15-16</b>	<b>3</b>	

Senior			
Fall	Credits	Spring	Credits
Course #4 towards "Option"		3 Course #5 towards "Option"	3

HSP M 260	3 Speech/ Communication 'Select from' course	3
General Elective Course	3 Event Management Electives course	3
Event Management Electives course	2 General Elective course	5-6
EVENT 343X Virtual and Hybrid Events	3	
		<b>14</b>
		<b>14-15</b>

**Total Credits: 122-124**

## Event Management minor

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 six (6) credits in courses numbered 300 or above taken at ISU. All course prerequisites must be completed prior to taking the course. All minor courses must be taken for a grade. The Event Management Minor requires students to complete EVENT 171, EVENT 371, and EVENT 471. The remaining 6 credits may be selected from any courses listed below. \*\*Only 12 total credits of EVENT classes can apply to the minor.

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 6 credits of the following: (only 1 additional course designated "EVENT" can apply towards your minor)

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	Sports Event Management	
AESHM 287	Principles of Management in Human Sciences	3
AESHM 340	Hospitality and Apparel Marketing Strategies	3
AESHM 342	Aesthetics of Consumer Experience	3
AESHM 472	Fashion Show Management	2-3
AESHM 474	Entrepreneurship in Human Sciences	3
HSP M 437	Hospitality and Event Technology Applications	3
P R 220	Principles of Public Relations	3

## Event Management Master's Program

### Event Management Core (required)

AESHM 501	Introduction to Scholarly Research for Graduate Students	1
EVENT 531	Case Studies in Event Management	3
EVENT 561	Advanced Topics in Event Management	3
EVENT 577X	Advanced Social Media Marketing in Event Management	3
EVENT 578X	Advanced Event Sustainability Management	3
EVENT 599	Creative Component	3
EVENT 634	Theory and Research Seminar in Event Management	3

**Total Credits** **19**

### AESHM Electives

Select three (3) courses from:

A M D 545	Consumer Experience and Retail Branding	3
AESHM 574	Entrepreneurship in Human Sciences	3
AESHM 579X	Data Analytics for Apparel, Event, and Hospitality Management	3
AESHM 580	U.S. Field Study	1-3
AESHM 581	International Field Study	1-3
AESHM 670	Teaching Practicum	1-3
A M D 545	Consumer Experience and Retail Branding	3
A M D 565	Sustainability: Theory and Practical Application	3
A M D 567	Consumer Behavior and Apparel	3
A M D 577	E-Commerce for Apparel and Hospitality Companies	3
EVENT 590X	Special Topics	
HSP M 533	Financial Decision Making in Hospitality and Event Organizations	3
HSP M 538	Human Resources Development in Hospitality Organizations	3

HSP M 540	Strategic Marketing	3
HSP M 555	Strategic Management in Hospitality and Event Organizations	3
HSP M 560	Tourism Management and Tourist Behavior	3

### Research Methods and Statistics

Select two (2) courses from

AESHM 502X	Research Methods in Apparel, Events, and Hospitality	
AESHM 510	Quantitative Research Methods in Apparel, Events, and Hospitality	3
AESHM 512	Qualitative Research Methods in Apparel, Events, and Hospitality	3
RESEV 550	Introduction to Educational Research	3
RESEV 552	Basic Educational Statistics	3
RESEV 580	Introduction to Qualitative Research Methodology	3
STAT 587	Statistical Methods for Research Workers	4