

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.

Student Learning Outcomes

Upon graduation, students should be able to:

1. *Communication.* Use clear and effective written, oral, verbal and electronic (WOVE) communication techniques to foster inquiry, collaboration, and engagement in apparel and related industries.
2. *Self-assessment/self-reflection.* Analyze and evaluate one's own knowledge, abilities, and actions relative to professional standards, seek opportunities to grow professionally, and utilize self-assessment and assessment of others to foster psychological, cognitive, social and emotional well-being.
3. *Critical thinking.* Understand fundamental concepts of event management and apply critical thinking to solve problems from personal, scholarly, and professional perspectives.
4. *Ethics, Diversity, and Social Responsibility.* Demonstrate leadership and social justice to improve quality of life for global citizens and encourage socially responsible decision-making for consumers and businesses.

Curriculum in Event Management

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

Leading to the degree Bachelor of Science.

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

Cr. Degree Requirements

13 Cr. Communication Skills

ENGL 150	Critical Thinking and Communication *	3
ENGL 250	Written, Oral, Visual, and Electronic Composition *	3
ENGL 302	Business Communication	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 13

9-10 Cr. Natural Sciences and Mathematical Disciplines

Select from:		3
MATH 104	Introduction to Probability	
MATH 105	Introduction to Mathematical Ideas	
MATH 140	College Algebra	
MATH 143	Preparation for Calculus	
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, Food Science and Human Nutrition 101, 111, 115, or 167, Genetics, Geology, Meteorology, Horticulture, Microbiology, Physics or A M D 204

Total Credits 9-10

9 Cr. 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	Human Development	
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	
Total Credits		9

6 Cr. Humanities

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

Total Credits 6

8-9 Cr. General Electives

33 Cr. EVENT Core Courses

EVENT 171	Introduction to Event Management	3
EVENT 212	Digital Production in Event Management	3
EVENT 277	Introduction to Digital Promotion 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
ACCT 284	Financial Accounting	3
HSP M 315	Hospitality Law	3

Total Credits 33-36

15 Cr. AESHM Professional Development

AESHM 111	Professional Development for AESHM	1
AESHM 111L	AESHM Program Orientation and Learning Community	1
AESHM 211	Leadership Experiences and Development (LEAD)	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

Total Credits 15

11-14 Cr. Event Management Elective Courses

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 383	Sports Event Management	3
EVENT 393	Event Management Workshop	1-3
EVENT 423	International Meetings and Conferences Management	3
EVENT 486	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 345X	Retail/Hospitality Experience & Events	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
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 101	Introduction to the Hospitality Industry	3
HSP M 133	Food Safety Certification	1
HSP M 225	Introduction to Food Service Operations	3
HSP M 260	Global Tourism Management	3
HSP M 280	Non-Alcoholic Beverages and Café Operations	3
HSP M 289	Contemporary Club Management	3
HSP M 320	Attractions and Amusement Park Administration	3
HSP M 380	Food Production Management	3
HSP M 380L	Food Production Management Experience	3
HSP M 383	Wine and Spirits in Hospitality Management	2
HSP M 383L	Wine, Spirits, and Mixology Laboratory in Hospitality Management	2
HSP M 385	Beer and Brewed Beverages in Hospitality Management	1
HSP M 393CX	Workshop: Innovations in Chocolate I	2
HSP M 420	Fairs and Festivals Management	3
HSP M 437	Hospitality Technology Applications	3
HSP M 487	Fine Dining Management	3
HORT 131	Floral Design	2
HORT 132	Wedding and Event Floral Design	2

JL MC 307	Digital Video Production	3
JL MC 406	Media Management	3
KIN 345	Management of Health-Fitness Programs and Facilities	3
KIN 365	Sport Psychology	3
P R 220	Principles of Public Relations	3
P R 305	Publicity Methods	3
SCM 301	Supply Chain Management	3

Primary Options:

Select one professional primary option from the following five choices:

CORPORATE/BUSINESS EVENTS (15 cr.)

EVENT 328	Incentive Meeting Management	3
EVENT 378	Sustainable Event Management	3
EVENT 486	Advanced Event Production	3
AESHM 474	Entrepreneurship in Human Sciences	3
AESHM 479X	Data Analytics for Apparel, Events, and Hospitality Management	3

Total Credits 15

SOCIAL EVENTS: WEDDINGS AND NONPROFIT EVENTS (18 cr.)

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
AESHM 474	Entrepreneurship in Human Sciences	3
A M D 377	Visual Presentation and Promotions	3

Total Credits 18

SPORTS EVENTS (15 cr.)

EVENT 333	Entertainment Venue Management	3
EVENT 383	Sports Event Management	3
HSP M 101	Introduction to the Hospitality Industry	3
HSP M 289	Contemporary Club Management	3
KIN 345	Management of Health-Fitness Programs and Facilities	3

Total Credits 15

INNOVATIVE EVENT EXPERIENCES IN RETAIL (15 cr.)

AESHM 345X	Retail/Hospitality Experiences & Events	3
AESHM 474	Entrepreneurship in Human Sciences	3
AESHM 479X	Data Analytics for Apparel, Events, and Hospitality Management	3
A M D 275	Retail Merchandising	3

A M D 377	Visual Presentation and Promotions	3
Total Credits		15

Event Management, B.S.

Freshman

Fall	Credits	Spring	Credits
AESHM 111		1 AESHM 211	3
AESHM 111L		1 ECON 101	3
ENGL 150		3 ENGL 250	3
EVENT 171		3 LIB 160	1
Social Science		3 Humanities	3
"Select from" Course		"Select from" Course	
Natural Science		3 Social Sciences	3
"Select from" Course		"Select from" Course	
		14	16

Sophomore

Fall	Credits	Spring	Credits
AESHM 287		3 AESHM 238	3
EVENT 371		3 AESHM 340	3
EVENT 212		3 EVENT 277	3
Math		3 Event Management	3
"Select from" Course		Electives course	
Speech/Communication		3 Course #1 towards	3
"Select from" Course		"Option"	
		15	15

Junior

Fall	Credits	Spring	Credits	Summer	Credits
ACCT 284		3 EVENT 471		3 AESHM 470F	3
AESHM 311		1 EVENT 485			3
AESHM 342		3 Course #3 towards			3
		"Option"			
EVENT 343X		3 HSP M 315			3

EVENT 367	3	STAT 101	3-4
		or 104	
Course #2	3		
towards "Option"			
		16	15-16
Senior			
Fall	Credits	Spring	Credits
ENGL 302		3 Course #6	3
		towards "Option" or Event Mgmt Elective	
Event Management Electives course		3 Event Management Electives course	3
Course #4		3 Event Management Electives course	3
towards "Option"			
Course #5		3 General Elective course	5
towards "Option"			
General Elective Course		3	
		15	14

Total Credits: 123-124

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 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 383	Sports Event Management	3
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 289	Contemporary Club Management	3
HSP M 320	Attractions and Amusement Park Administration	3
HSP M 437	Hospitality 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	Event Business Research Essentials	3
EVENT 561	Advanced Topics in Event Management	3
EVENT 577	Advanced Social Media Marketing in Event Management	3
EVENT 578	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 590	Special Topics	3
HSP M 533	Financial Decision Making in Hospitality 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 Organizations	3
HSP M 560	Tourism Management and Tourist Behavior	3

Research Methods and Statistics

Select two (2) courses from

AESHM 502	Research Methods in Apparel, Events, and Hospitality	3
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