

BUS 442 : Event Planning

Students will utilize their management, marketing and technology skills to learn how to create an event plan for implementation. Students will learn the necessary steps needed in order to manage various types of events including weddings, fundraisers, marketing events, sporting events, corporate functions, parties, and other special events. The course content will teach students how to plan and market an event from start to finish. They will learn how to put together an event plan, budget, design, and a detailed event timeline. Students will explore several kinds of event planning careers that are available to them.

Credits 3

Prerequisites

BUS 204 & BUS 205