The first half of this course focuses on preparing students for the exciting world of event planning. Through class discussions, case studies, service learning and projects, this course will teach students to plan and execute special events with flair and without any unexpected surprises or expenses. Students will leave the class armed with practical advice on every aspect of organizing and managing special events. Students will gain hands on experience through individual service learning projects. The second half of this course is dedicated to walking students through the steps to begin their own event planning business. We will discuss all aspects of creating a small event planning business from legal structures, naming a company, insurance, pricing, bidding and bookkeeping. Students will be required to write a business plan for their own event planning business as the final.
HTM (400 level) Event Management
Note: This course was offered as CFS 399b

Credits: 3

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Course Objectives
This course is designed to introduce students to special events planning processes and techniques. Emphasis is on creating, organizing, marketing, integrating and implementing events. In addition, students will fully understand how to start their own small business.