

HRM216 : Event Planning and Meeting Management

This course offers an introduction to the researching, planning, coordinating, marketing, management, implementation, and evaluation of special events. Through the study of relevant communication and management theory, as well as practical hands on experience, students will learn about the wide range of components that go into the execution of events of all sizes. Specific areas of study include food and beverage service, laws and permits, security, advertising and promotion, and logistics. Students may not earn credit for [COM216](#).

Credits 3

Prerequisites

[HRM101](#): Introduction to Hospitality & Tourism Management or [CUL150](#): Fundamentals of Professional Cooking or [COM103](#): Human Communication

Semester Offered

Spring odd years

Notes

Satisfies a General Education Elective.