

# Course Abstract

**Course ID and Name:** BUS 210, Introduction to Event Planning

**Department:** Business and Computer Science

Chairperson or Course Coordinator: Dr. Aslihan Cakmak

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**Prerequisites:** BUS-101 or SBM-120 or HCD-101

**Co-requisites:** None

## **Course Description:**

This course introduces the special skills required for the planning of meetings, expositions, events, and conventions, which are normally expensive and often one-time occasions. Students will learn how to design, plan, market, and stage an event; including dealing with staffing problems, ensuring the safety of all involved as well as legal compliance, risk management, financial control and evaluation of the event.

**Credits:** 3

*If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.*

*To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.*

## **Learning Outcomes:**

**Upon successful completion of the course, students will be able to:**

1. Define industry terminology.
2. Outline elements of a meeting or special event.
3. Discuss the planning goals that aid in successful event management.
4. Develop timelines and budgets
5. Establish skillful negotiation tactics.

## **Course Content Areas:**

- Introduction and overview of the Meetings, Expositions, Events and Conventions Industry and terminology used
- Meeting, events, and conventions venues; here and abroad
- Special events management
- Technology and the events professional
- International issues in the industry
- Career opportunities