

EVENT AND CONVENTION PLANNING (EVNT)

EVNT 154**INTRODUCTION TO EVENT AND CONVENTION PLANNING****3 UNITS**

Pass/No Pass or Grade is Allowed

Recommended Preparation: CL 120 or equivalent.

Lecture 3 hours

Offered: ALL

Provides students with a basic knowledge of conventions, conferences, and special event planning for the dynamic field of hospitality and tourism. [D; CSU]

EVNT 155**EVENT MARKETING****3 UNITS**

Pass/No Pass or Grade is Allowed

Recommended Preparation: BUS 70, BUS 129, or CL 120, or equivalent.

Lecture 3 hours

Offered: SPRING

Provides students with fundamental knowledge of marketing events, festivals, conventions, and expositions. Emphasizes how to build a strong client database in the highly competitive and dynamic field of hospitality and tourism. [D; CSU]

EVNT 157**CORPORATE EVENT PROJECT MANAGEMENT****3 UNITS**

Pass/No Pass or Grade is Allowed

Lecture 2 hours, laboratory 3 hours

Offered: FALL

Provides students with fundamental knowledge of the process of corporate event project management. [D; CSU]