

COMM360: Event Planning

Students will incorporate understanding and practical application of corporate events coordination concepts with basic Integrated Marketing Communication (IMC) principles. Students will be able to understand and implement event coordination concepts from the pre-planning, planning, execution, and follow-up phases, as well as understand how IMC principles such as brand management, audience analysis, and public relations are imperative to execution of a corporate event.

Credit Hour(s): 3

Department: Communication and Media Studies

Semester Offered:

Fall