

Course Title	EVENT MANAGEMENT
Course Code	MGT 216
Course Purpose and Objectives	<p>The purpose of this course is to emphasise on the management and marketing of events through their entire process, from the initial idea, planning, and logistics to post-event evaluation.</p> <p>It explores the different types of events, and their purpose, and importance</p> <p>The course analyses the impact of events on local and wider community and economy - economic, environmental, socio-cultural and political - and the implications of these for sustainable business development.</p> <p>The purpose, consequently, of this course is to enable students to acquire knowledge about event management and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events, conferences and meetings.</p>
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain the role and purpose of events in business or organizations. 2. Define different types of events 3. Identify techniques and strategies required to plan successful events. 4. Establish skills in planning, promoting, implementing and conducting meetings, conferences and events. 5. Identify the potential impact of events including economic, social, cultural, and environmental, and the implications of these for sustainable business development.
Course Content	<ul style="list-style-type: none"> • Event planning • The business environment of events • Types of events i • Types of events ii • The event planning process • Event concept and theming • Event budgeting • Venue management and operations • Human resource management • The event management plan • Marketing of events and customer service • Evaluating events • Special topics in event management