

Event (EVNT) Courses

EVNT1001 Introduction to Event Management

This course introduces students to the event management field. The historical development and organizational structure of the event industry are discussed. Focus is on acquiring knowledge pertaining to the breadth and depth of the event industry including social life cycle events, corporate, private and nonprofit. The course is also designed to provide first-year and transfer students in the Event Management program educational experiences and information about university resources and academic tools available to them that will help support academic success at JWU.

Offered at Charlotte, Online, Providence

3 Semester Credits

EVNT2020 The Business of Event Management

This course introduces students to the methods utilized in researching, planning, organizing and delivering sustainable major events. The roles of global events in sub-fields such as sports, tourism, entertainment, celebrations, civic and hallmark events are also explored.

Prerequisite(s): BUS1001 or EVNT1001 or FSM1001 or FSM3001 or HOSP1001 or MGMT1001 or SEE1001 or SPM1001.

Offered at Charlotte, Online, Providence

3 Semester Credits

EVNT2210 Event Technology & Access Management

This course investigates the new and emerging trends in event technology and access management. Students explore the event technology that helps planners complete tasks pertaining to their work as event organizers. Types of event technology include, but are not limited to, event management software, mobile event apps, credentialing, ticketing software and event analytics. The role technology plays in event access management to provide the attendees with a safe and secured event is also explored.

Prerequisite(s): EVNT1001.

Offered at Charlotte, Online, Providence

3 Semester Credits

EVNT3005 The Business of Meeting Management

Meeting management is a significant branch of the event industry. This course investigates the importance of researching, planning, promoting, executing and evaluating for-profit and nonprofit meetings and conventions. This course examines the necessary business, content development, budgeting, contracts, marketing, public relations, transportation, and management skills needed to produce effective events within the meeting industry. Students explore the process of obtaining, building and retaining internal and external stakeholders necessary to meeting overall company goals and objectives. Additionally, the course examines the future of meetings and career opportunities.

Prerequisite(s): Sophomore status.

Offered at Charlotte, Online, Providence

3 Semester Credits

EVNT3030 Fairs and Festivals

Fairs and festivals are significant recurring hallmark community events that become synonymous with a destination. Fairs and festivals represent tradition, image and attractiveness to a town, city or region. This course investigates the importance of fairs and festivals to local culture and arts, economic development, sociocultural and environmental outcomes and stakeholder relationships. This course examines the unique event planning aspects to meet stakeholder and community goals in the global marketplace. Additionally the course examines future trends in the fair and festival industry.

Prerequisite(s): Sophomore status.

Offered at Charlotte, Online, Providence

3 Semester Credits

EVNT3050 Global Mega Events

This course explores the lure of hosting mega events and examines the bidding process, the involvement of governing bodies, and the plan for legacy and leveraging of the host nation. Students are exposed to the political, economic, sociocultural and environmental impact associated with hosting a large-scale event. Events such as the Olympic Games, the World Cups, World Expos, bicentennials, global music festivals, concerts and other civic and hallmark events are analyzed. The culmination of the course is a trip to an international destination where students engage with key stakeholders from the host nation.

Prerequisite(s): Sophomore status.

Offered at Charlotte, Providence

3 Semester Credits

EVNT3220 Sales and Business Development

This course examines the sales strategies used to leverage relationships and satisfy the needs of the consumer in the event management industry. Emphasis is placed on the integration of relationship-centric best practices in the design of an event in the areas of human resources, supply chain and client needs. Additionally, the importance of developing an internal culture of business development and relationships are explored.

Prerequisite(s): Sophomore status.

Offered at Charlotte, Online, Providence

3 Semester Credits

EVNT4025 Event Sustainability

This course examines sustainability issues and standards as they relate to the events industry. Students analyze current environmental, social and economic practices within the events industry. Students design effective sustainability plans to integrate into a public or private event. Students develop impactful sustainable practices and analyze the proposed solutions within the various segments of the event industry. Corporate social responsibility and the impact of sustainability on international events are discussed.

Prerequisite(s): Sophomore status.

Offered at Charlotte, Online, Providence

3 Semester Credits

EVNT4110 Advanced Special Event Management

This advanced course is designed to explore the complex area of event management. This class analyzes large scale events and their impact on a global media audience. The course provides students with a basis for using research as a tool to organize and plan a special events project. This class works toward the understanding of practicing and executing the elements of successful project management and logistics. This is a project-based course and requires the execution of a successful event.

Prerequisite(s): EVNT2020 or SEE2020, junior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

EVNT4250 Contemporary Issues in Event Management

This course examines the operational and strategic issues in the event management industry through directed case studies, round-table discussions and industry-related readings. Students critically evaluate case studies exploring topics related to event management in areas of event strategy, financial management, event operations, stakeholder development, event design, marketing, and other event topics.

Prerequisite(s): Junior status.

Offered at Charlotte, Online, Providence

3 Semester Credits