

## **IMC 320: Event Planning**

### **SCHOOL OF JOURNALISM & NEW MEDIA**

This course provides an overview of event planning. The course will provide an understanding of various types of events and meetings, both the business and creative aspect of event planning, site location and other logistics of planning, and event promotion.

3 Credits

#### **Prerequisites**

- Integrated Marketing Communication or Journalism Majors Only

#### **Instruction Type(s)**

- Lecture: Lecture for IMC 320

#### **Subject Areas**

- [Communication, General](#)

#### **Related Areas**

- [Communication and Media Studies, Other](#)
- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

