

IMC 320: Event Planning

[School of Journalism and 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
- Lecture: Compressed Video for IMC 320

Subject Areas

- [Communication, General](#)

Related Areas

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

