THE UNIVERSITY *of* **MISSISSIPPI**

IMC 608: Foundation of Event Planning & Managment
School of Journalism and New Media

Event Event planning is one of the fastest-growing jobs in the economy, with the U.S. Department of Labor projecting a 33% job growth in the field of meeting/event planning through 2022, triple the average of all other jobs. Event management is the process of envisioning, designing, producing, and delivering events (live or virtual), ranging from business conventions and trade shows to festivals and weddings. Additionally, many integrated marketing communications professionals are expected to plan and execute special events to recruit, promote, and appeal to stakeholders as part of their professional responsibilities in a range of fields, including corporate, nonprofit, entertainment, sport, social, health care, and more. This course will provide a foundational understanding of the strategic event management process, including the selection and assessment of methods and techniques utilized in planning, organizing, promoting, and delivering major events for various venues in the special events sector. Students will attend and assess a series of real- world events as well as contribute to the initial phase of pre-event planning for the spring IMC Connect! event hosted by the School of Journalism and New Media.
3 Credits

Instruction Type(s)
- Lecture: Web-based Lecture for IMC 608
- Lecture: Lecture for IMC 608

Subject Areas
- Public Relations, Advertising, and Applied Communication

Related Areas
- Advertising
- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication, Other
- Public Relations/Image Management
- Technical and Scientific Communication