

# IMC 668: Advanced Event Planning and Management

## [School of Journalism and New Media](#)

This course will advance an 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. In this hands-on "learn by doing" seminar, students will take an active role in planning the School of Journalism and New Media's spring IMC Connect! conference in addition to covering a wide range of subjects relevant to event marketing from both macro (global) and micro (organization) perspectives. Therefore, Advanced Event Planning and Management will be an upper-level course dedicated to exploring the mediums influencing the who, what, when, where, and why of event planning and management. This course will acquaint students with the practical knowledge and analytical skills necessary to create, evaluate, and execute events on many levels. This course will also provide lectures, real-life event experiences, group assignments, and engaging activities that will help students in developing strong skill sets to take to future job and/or internship interviews in their respective fields of study.

3 Credits

### Prerequisites

- Prerequisite: IMC or Instructor Approval

### Instruction Type(s)

- Seminar: Seminar for IMC 668
- Seminar: Web-based Seminar for IMC 668

### Subject Areas

- [Public Relations, Advertising, and Applied Communication](#)

### Related Areas

- [Advertising](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Public Relations/Image Management](#)
- [Technical and Scientific Communication](#)

