

COURSE DETAIL

EVENT AND CONVENTIONS MANAGEMENT

Country

New Zealand

Host Institution

University of Otago

Program(s)

University of Otago

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

104

UCEAP Course Suffix**UCEAP Official Title**

EVENT AND CONVENTIONS MANAGEMENT

UCEAP Transcript Title

EVENT MANGEMENT

UCEAP Quarter Units

7.00

UCEAP Semester Units

4.70

Course Description

This course examines principles of meetings, event and festival management. Topics include the significance of conventions and events, conventions and meetings design, management planning processes, methods and evaluation of conventions and events, infrastructural requirements, impacts, volunteers, sponsorship, programming, event planning and development.

Language(s) of Instruction

English

Host Institution Course Number

TOUR304

Host Institution Course Title

EVENT AND CONVENTIONS MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2023-2024

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