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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