

# 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 Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

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