

# COURSE DETAIL

## EVENT PLANNING AND ORGANIZING

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

40

**UCEAP Course Suffix****UCEAP Official Title**

EVENT PLANNING AND ORGANIZING

**UCEAP Transcript Title**

EVENT PLAN & ORG

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

### Objective

1. Clarify the basic concepts and theories of event planning and organization;
2. Describe the current status and development trends of event management at home and abroad;
3. Analyze the characteristics and operating mechanisms of different types of event management such as festivals, sports events, expositions, corporate activities, performing arts activities, media activities, etc.;
4. Discuss research cases and be able to identify and solve problems that arise in event management;
5. Develop market research, presentation reporting, team collaboration and copywriting skills, and be able to possess skills such as dialectical thinking, language communication, personnel coordination and work execution required for event management.

Event management is closely related to national business activities and personal daily life. It involves the knowledge system of management, sociology, anthropology, psychology, tourism and other disciplines. It is an independent, comprehensive, cross-cutting and hierarchical system. field. In line with the international event management professional teaching system, this course will systematically introduce the basic concepts, types, theories, management models and future development trends of event management. Through a comprehensive analysis of the various formats of the domestic and foreign event industry, it helps students comprehensively understand the planning and organization of various forms of activities such as festivals, sports events, expos, corporate activities, performing arts activities, media activities, etc. in addition to business exhibitions. Industry expansion and theoretical extension of the "Exhibition Management" course. This course will use a combination of classroom knowledge explanation and key case

analysis, focusing more on training students' industry analysis and strategic management thinking, and cultivating industry elite talents with the ability to organize public and corporate activities.

**Language(s) of Instruction**

Chinese

**Host Institution Course Number**

TOUR130091

**Host Institution Course Title**

EVENT PLANNING AND ORGANIZING

**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Department of Tourism Management

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