



**THE UNIVERSITY OF THE WEST INDIES
GLOBAL CAMPUS
St. Kitts-Nevis**

INTRODUCTION TO EVENTS MANAGEMENT

COURSE DESCRIPTION

The course provides students with an understanding of the types and stages in planning an event. It is designed to introduce students to the role and responsibility of an event planner. Students will receive solid theory and practical application that reinforces the essence of events management.

OBJECTIVES

At the end of the course, students should be able to:

1. To provide participants with the practical skills and knowledge to successfully plan, organize, manage, promote and evaluate different types of events.
2. To enable participants to develop an innovative and multi-skilled approach to planning and coordinating events in both the Jamaican and international contexts.

COURSE CONTENT

This course includes the following topics:

Week 1 Overview

Week 2 The Management Process

Week 3 Marketing & Sponsorship

Week 4 Risk Management

Week 5 Event Protocol

Week 6 Starting your Events Management Business

Week 7 Entertainment, Design and Décor & Planning for specific events

Week 8 Planning Specific Events

Week 9 Final Discussion

Week 10 Final Examination

Final project to be implemented within a week of last class (Week 11).

Project portfolio to be submitted two weeks after implementation of project (Week 13).

HOW MUCH WILL THIS COURSE COST? COURSE CONTENT

This 13-week course costs EC\$810.00.

The University reviews tuition fees annually and course fees may be subject to change.

Courses are only offered if there is a viable class size.