

Course Title	Event Planning				
Course Code	CDPA-216				
Course Type	Required				
Level	Diploma				
Year / Semester of study	2 nd Year/ 2 nd Semester				
Lecturer’s Name	TBA				
ECTS	6	Lectures/Week	3 hours per week	Laboratories/ Week	N/A
Course Aim	This course is designed to assist students with all the challenges that surround any event or meeting and the aftermath procedure.				
Learning Outcomes	By the end of the course, students will: • Learn the basics to help them get start in the event planning • Understand the techniques and strategies required to plan successful events • Describe the major types of event planning • Design, define and execute an event • Plan the menu • Plan and organize business and social events • Learn how to do public relations for the events • How to act and behave before, during and after the event				
Prerequisites	NONE	Core requisites	NONE		
Course Content	The Anatomy of an event Defining the purpose The planning session Creating a budget Taking responsibility Planning for a cause Creating atmosphere Food and Beverage Marketing and Networking Security Issues Evaluations • Final Reports				
Lecturing Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.				

Bibliography	Required: The Complete Guide to Successful Event Planning 2 nd Edition Shannon Kilkenny 2011 ISBN:9781601386991
Assessment Policy	Final Exam 50% Midterm Exam 30% Attendance, participation and homework 20%
Language	ENGLISH