

EVENT PLANNING AND PRODUCTION

Program Overview

Event planning and production is an interdisciplinary minor that combines the study of communication, marketing and management. With the rapid growth of non-profit, educational, corporate, recreational, and entertainment events, this minor provides both theoretical and practical training in event planning and management.

The curriculum emphasizes public relations and effective writing, various strategic approaches to business management, and the corporation-consumer relationship. The minor has a strong applied component and approved internship experiences are recommended for all students.

Degree Offered

- Minor in Event Planning and Production

Contact

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Program website: Event Planning (<https://www.rider.edu/academics/colleges-schools/college-arts-sciences/communication-media-arts/undergraduate/event-planning-minor/>)

Associated Department: Department of Communication, Journalism and Media (<https://www.rider.edu/academics/colleges-schools/college-arts-sciences/communication-media-arts/faculty-departments/communication-journalism/>)

Related Programs

- Public Relations (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/public-relations/>)
- Sports Media (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/sports-media/>)
- Communication Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/communication-studies/>)
- Social Media Strategies (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/social-media-strategies/>)
- Journalism (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/journalism/>)
- Radio and Podcasting (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/radio-major/>)
- Graphic Design (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/graphic-design/>)

- Public Advocacy (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/public-advocacy-minor/?step=export>)
- Persuasion and Speechmaking (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/persuasion-and-speechmaking-minor/?step=export>)
- Organizational Communication (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/organizational-communication-minor/?step=export>)
- Communication and Culture (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/communication-and-culture-minor/>)
- Photography (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/photography-minor/?step=export#coursestext>)
- Arts & Entertainment Industries Management (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/arts-entertainment-ind/>)
- Marketing (<https://www.rider.edu/academics/colleges-schools/norm-brodsky-college-business/undergraduate/marketing/>)
- Business Administration (<https://www.rider.edu/academics/colleges-schools/norm-brodsky-college-business/undergraduate/business-administration/>)

Event Planning and Production Minor Requirements

(18 Credits)

Code	Title	Credits
COM 107	Writing for the Media	3
COM 240	Public Relations	3
COM 280	Issues in Event Planning	3
COM 341	Public Relations Writing and Strategy	3
MKT 200	Marketing Principles	3
MGT 201 or MKT 260	Fund Management & Org Behavior Service Marketing	3
Total Credits		18

Code	Title	Credits
Additional recommended courses:		
CBA 110	Business in Action	3
COM 105	Communication, Culture and Media	3
COM 203	Introduction to Social Media	3
COM 212	Digital Publication Design	3
COM 261	Introduction to Web Design	3
MGT 310	Intro to Human Resource Mgmt	3
COM 440	Cases & Campaigns in Public Relations	3
MKT 320	Consumer Behavior	3
PSY 100	Introduction to Psychology	3

Courses and Descriptions

CBA 110 Business in Action 3 Credits

This course will provide students with the opportunity to develop a foundational understanding of the business environment and various business functions. Students will be introduced to core concepts in accounting, e-business, finance, human resource management, information technology, macroeconomics, management, marketing, and production and operations management. In addition, the student will have ample opportunity to improve his/her communication and teamwork skills, as well as further develop problem-solving, analytical, and decision-making abilities through a Business in Action project.

COM 105 Communication, Culture and Media 3 Credits

Provides a detailed investigation and analysis into the nature, history, scope, adequacy, and limitations of mass communication and examines the reciprocal influence of the media on culture and society. This course counts towards the fulfillment of the Disciplinary Perspectives element of the CLAS general education curriculum.

COM 107 Writing for the Media 3 Credits

Introduces students to interviewing and persuasive writing techniques for print and electronic public relations and advertising formats. Teaches techniques for creating effective digital audio-visual aids and working with digital audio and video.

COM 203 Introduction to Social Media 3 Credits

Introduces the tools and techniques of social media as an effective means of communication in a variety of organizational settings. Students will practice with a variety of social media platforms, explore the roles and responsibilities of a social media manager, discuss the importance of establishing social media policies, and learn how to develop a social media strategy as well as how to measure its effectiveness through social media analytics. In addition, students will discuss important issues such as how to handle an online crisis, and the legal and ethical implications of digital communication.

COM 212 Digital Publication Design 3 Credits

Students will explore the relationships between theory and practice, tradition and innovation, history and ever changing technological and aesthetic trends in publication design. Students will learn to use graphic image and typography as design elements in print media, such as newspaper and newsletter, as well as online media, such as e-magazine and e-book. Students will also learn the interactivity design for online publications. The course directs students to apply these concepts and skills to the production of published materials with digital publishing systems.

COM 240 Public Relations 3 Credits

Introduces current theories and practices of public relations, with emphasis on facilitating two-way communication with various publics. Explores approaches to public relations problems by critically analyzing case studies and applying theories and techniques to realistic situations.

COM 261 Introduction to Web Design 3 Credits

Introduces students to digital graphics, text, audio and video for Web design using Adobe Creative Suite. Students will learn the basics of audio, video, graphic, and interactive software along with theories of design and perception that underlie effective presentation of digital messages.

COM 280 Issues in Event Planning 3 Credits

Offers students education in event planning, production, and supervision for varied professional applications. Emphasis will be placed on planning, budgeting, and organizing small and large events for educational, institutional, non-profit, and professional groups. Students will participate in the entire process of event planning, with specific experiences in applying communication theory to actual projects.

Prerequisite(s): COM 240 or MKT 200.

COM 341 Public Relations Writing and Strategy 3 Credits

Applies communication theory to writing and editorial processes and production techniques to create public relations materials; includes press releases, industrial publications, social media, trade publications, brochures, newsletters, stockholder reports, and multimedia platforms.

Prerequisite(s): COM 107, COM 240, or permission of instructor.

COM 440 Cases & Campaigns in Public Relations 3 Credits

Critically analyzes public relations case problems in industry, labor, education, government, social welfare, and trade associations. Emphasizes problem solving through the use of communication theories, public relations techniques, creative thinking, and the development of professional goals and standards. Employs realistic simulation exercises and actual case studies to develop and critique students' ability to demonstrate this knowledge in professional situations.

Prerequisite(s): COM 341 or permission of instructor.

MGT 201 Fund Management & Org Behavior 3 Credits

This course deals with the fundamentals of organizational behavior as they relate to management such as motivation, communications, and leadership. Behavior is examined at the individual, group, and organizational level. The management functions of planning, organizing, leading and controlling are addressed. The effects of global operations and the requirements of ethical behavior on managers are also explored.

Prerequisite(s): minimum 30 credits completed.

MGT 310 Intro to Human Resource Mgmt 3 Credits

This course deals with the nature of human resource management, its functions, procedures, and practices currently found in profit, non-profit and public sector organizations. Topics covered include recruiting and selection, training, human resource development, equal employment opportunity, performance appraisal, diversity, job analysis, compensation, and employee rights and discipline.

Prerequisite(s): MGT 201 with a minimum grade of D or PSY 311 with a minimum grade of D.

MKT 200 Marketing Principles 3 Credits

This course examines market characteristics, consumer buying habits and motives, and functions of marketing within the framework of the strategic marketing planning process. Concepts and current practices in product development, pricing, promotion, distribution, and international marketing are studied.

Prerequisite(s): 15 credits.

MKT 260 Service Marketing 3 Credits

Focuses on the unique challenges of managing services and delivering quality service to customers. Emphasis is placed on the total organization, and how effective marketing and customer focus must be coordinated across multiple functions. The course is applicable to service organizations and to organizations that depend on service excellence for competitive advantage. Topics include customer-focused management, and customer satisfaction, retention, lifetime value and profitability. Students will learn to map services, understand customer expectations, and develop relationship marketing strategies.

Prerequisite(s): MKT 200.

MKT 320 Consumer Behavior 3 Credits

The nature and determinants of consumer behavior are studied, with attention given to the influence of socio-psychological factors such as personality, small groups, demographic variables, social class, and culture on the formation of consumer attitudes, consumption patterns, and purchasing behavior.

Prerequisite(s): MKT 200.

PSY 100 Introduction to Psychology 3 Credits

This course covers major facts, principles and concepts about human and animal behavior and experience, research findings, major problems, basic vocabulary, methodologies, and contributions in the field. Topics include psychology as a science; human development; individual differences; intelligence and its measurement; special aptitudes and interests; personality and social behavior; motivation and emotion; frustration and personality deviations; and learning, thinking, remembering and forgetting.