

CPRL 228. EVENT MANAGEMENT.

Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

Terms offered: Summer 2025

[View offerings for Summer 2025 in Visual Schedule Builder.](#)

Description

Effective use of public and media events for communication and relationship-building with key stakeholders, including research, identification of publics, design, timelines, logistics, protocol, speeches and programs, and dealing with suppliers, as well as promotion and evaluation of the event.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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