

**Board of Regents, State of Iowa**

**REQUEST TO IMPLEMENT A NEW BACCALAUREATE, MASTERS,  
DOCTORAL OR FIRST PROFESSIONAL DEGREE PROGRAM**

THE PURPOSE OF ACADEMIC PROGRAM PLANNING: Planning a new academic degree program provides an opportunity for a Regent University to demonstrate need and demand as well as the university's ability to offer a quality program that is not unnecessarily duplicative of other similar programs offered by colleges and universities in Iowa.

Institution: **Iowa State University**

Departments involved: **Apparel, Educational Studies, and Hospitality Management (AESHM)**

CIP Discipline Specialty Title: **Meeting and Event Planning**

CIP Discipline Specialty Number (six digits): **52.0907**

Level: **B**                      **M**                      **D**                      **FP**

Title of Proposed Program: **Event Management**

Degree Abbreviation (e.g., Minor, B.S., B.A., M.A.): **B.S.**

Approximate date to establish degree: Month **August**                      Year **2011**

Contact person(s): (name, telephone, and e-mail)

**Robert Bosselman, 515-294-7474, drbob@iastate.edu**

Please provide the following information (use additional pages as needed).

1. Describe the proposed new degree program, including the following:

- a. A brief description of the program and a statement of objectives including the student learning outcomes and how the learning outcomes will be assessed;

The proposed program will prepare undergraduate students for careers in leading event and meeting management businesses. The program provides flexibility with a human sciences emphasis that will appeal to a wide group of students with varied interests in the Colleges of Human Sciences, Business, and Liberal Arts and Sciences. Academic work will draw from the nationally recognized strengths of department programs. The program will prepare individuals to plan, budget, and implement conferences, meetings, and other special events in the public or private sectors. Coursework will focus on the principles of meeting and event planning; special event management; budgets and finance; site selection; contracts, vendors, and negotiations; marketing and promotions; food and beverage management; meeting technology; and hospitality law.

The proposed major in Event Management is possible because of the unique strengths and expertise in the AESHM Department. Specifically, faculty members are experts in a wide-range of areas related in the hospitality and apparel industries including food service, catering, promotion, brand management, trend analysis, fashion, resource management, and working within budget. While the proposed major builds on faculty expertise and coursework offered within the department, the proposed major is significantly different from the majors currently

offered by the department. Appendix A presents the requirements for the proposed event management major. Appendix B presents a four-year plan for the proposed major. Appendix C compares the requirements for event management with those for the two current department majors with the closest match to event management: AMDP (Apparel Merchandising, Design, and Production) and HRIM (Hotel, Restaurant, and Institution Management).

Graduates from this program will secure careers in: event planning (political events, celebrations, education, promotions, commemorations, trade shows, and conventions) and small business development (entrepreneurship). Potential job titles include community relations specialist, corporate events coordinator, conference manager, event operations manager, special events coordinator, and wedding planner.

Student learning outcomes and assessment measures include:

- Identify differences and similarities among social, public, for-profit, and fund-raising events. Students will successfully complete AESHM 271 Public Relations and Event Management and AESHM 371 Conference and Meeting Planning.
- Plan and manage one or more events to meet client needs: develop concepts, allocate resources (i.e., workforce, facilities, financial), develop a budget, coordinate activities, meet deadlines, identify and solve problems, and direct an event. Students will manage an event as part of the requirements for AESHM 470 Internship/Supervised Experience.
- Communicate effectively with clients and the public. Students will develop a communication packet including a proposal, publicity and public relations materials, sponsorship materials, timeline, agenda/schedule, and a final report for a specific event as part of AESHM 471 Special Events Coordination.

- b. The relationship of the proposed new program to the institutional mission and how the program fits into the institution's, college's, and department/program's strategic plan;

The proposed program contributes to ISU's and CHS' mission by meeting the needs of families, communities, schools, nonprofit organizations, entrepreneurs, and businesses to celebrate, socialize, inform, promote, sell, and entertain. These are all dimensions that make Iowa and the world a better place (ISU's mission) and improve the quality of life (CHS' mission).

AESHM's strategic plan addresses meeting the needs of the hospitality and apparel industry and the human sciences dimension of professional meeting planning. Event management skills are critical for meeting the financial and promotional needs of non-profit and profit businesses and organizations in the apparel and hospitality fields.

AESHM advisors and faculty are currently working with Iowa community colleges, including the Des Moines Area Community College (DMACC), Kirkwood Community College, Iowa Central Community College (ICCC), and North Iowa Area Community College (NIACC), to recruit students who might otherwise attend another college or university.

- c. The relationship of the proposed new program to other existing programs at the institution; describe how the proposed program will enhance other programs at the university.

The proposed major will provide coursework specifically related to event management for students in other majors interested in developing some expertise in that area. General education and supporting course from other departments will be used to meet program requirements (Appendix A). Specific courses required in the general education area are those that graduates of the various majors in AESHM have found to be most relevant to them.

Students in the proposed major may gain experience by helping academic and other departments, academic clubs, social organizations, and other groups plan events to enhance the quality of life at Iowa State and provide students with experiential learning opportunities.

Events are significant opportunities to bring together diverse groups of people. Students who participate in event management will have opportunities to develop and stage events that will develop their management, leadership, people, and problem-solving skills.

- d. The relationship of the proposed new program to existing programs at other colleges and universities in Iowa, including how the proposed program is different or has a different emphasis than the existing programs; and

A search of the following websites (Iowa Board of Regents, Iowa Department of Education (including the listing of all majors and certificates offered by all Iowa community colleges), University of Iowa, and University of Northern Iowa) did not reveal any current existing program in event management. Students majoring in business, apparel, hospitality, and related areas may be interested in pursuing a degree in Event Management at Iowa State University.

The textiles and apparel bachelor of arts degree at the University of Iowa is the only other program at a regent's institution that bears any resemblance to any of the majors in the AESHM Department. That program offers only 13 courses focusing on the textiles and apparel industry. None provide any information or experience related to event planning.

- e. Special features or conditions that make the institution a desirable, unique, or appropriate place to initiate such a degree program.

AESHM has been presenting a student-organized and managed fashion show each spring for more than 25 years. The students learn about and engage in the event management process through application for a series of current courses: AESHM 271 Event Management I and AESHM 471 Event Management II. This proposal for an event management major has grown out of the ever-increasing demand for these courses (more than 150 applications for 70 spaces in Spring 2009) and the recognition that nation-wide demand for event managers is growing.

AESHM programs have long been involved in event operations and staging events. The design laboratories in LeBaron support the annual fashion show. The JoAnn Bice Underwood Tearoom in MacKay supports the cherry pie fundraiser held each spring in conjunction with VEISHEA. The proposed major in Event Management will focus on all aspects of event management.

Many events that require detailed planning and management incorporate aspects related to the three programs in the AESHM Department: Apparel Merchandising, Design and Production; Family and Consumer Sciences Education and Studies; and Hotel, Restaurant, and Institution Management. These events include career fairs, fashion shows, trade shows, weddings and family reunions, educational seminars and workshops, and fundraising auctions. They involve providing advice on style and fashion, planning menus and providing food and beverage, developing invitations and promotional materials, coordinating components, managing resources, working with people, and problem solving. AESHM is uniquely positioned to provide courses to address these elements involved with event management.

Because of the combination of hospitality and apparel programs in the same department as that for the proposed major, AESHM has the unique ability to provide students with background in those two areas related to promoting businesses. The Textiles and Clothing Museum provides opportunities for planning exhibit openings and related non-profit events. The tradition of VEISHEA cherry pies and the fund-raising dinner in the HRIM program are additional opportunities providing event planning experiences for undergraduates.

- f. Does the proposing institution have personnel, facilities, and equipment adequate to establish and maintain a high quality program?

Current facilities that would be used in establishing and maintaining a high quality event management program include the Joan Bice Underwood Tearoom, the Textiles and Clothing Museum, the Iowa State Center (including venues for meetings, small conventions or local trade shows, educational events, and banquets), and the Christian Peterson Art Museum. Current faculty possess the expertise to teach event management courses. No additional equipment will be needed to support the proposed major.

There is no request for a new faculty line until Year 3 of the proposed major. Currently a non-tenure eligible faculty member is leading the classes in event operations. This individual is the primary instructor for the major, but the AESHM Department Chair will be the leader of the proposed major.

- g. How does student demand for the proposed program justify its development?

Enrollment for AESHM 271 Event Management has steadily increased each year it has been offered so that it is fully enrolled. Because of the high demand for the course, the department has begun to offer it each semester starting with spring 09. During the 2008-2009 academic year, 37 students called the department or visited with an advisor to inquire about an event management major or minor. In addition, students currently majoring in the department or enrolling in AESHM 271 have expressed interest in pursuing such a major. Internships are required in both HRIM and AMDP and several students in each major actively seek internships in event management. In addition, nation-wide demand for event managers is growing while only a few educational institutions are currently offering the major. Competitors include the University of Nevada – Las Vegas, George Washington University, the University of Central Florida, Kendall College (Chicago – a two-year program), University of Massachusetts (online certificate only), and Indiana University (degree and certificate).

2. Describe the state and/or national workforce need and/or demand for graduates of the proposed program currently and in the near future (provide documentation about the sources of data used to estimate need and demand.)

According to the US Department of Labor, Bureau of Labor Statistics demand for event managers is expected to grow 20% over the 2006-2016 decade, faster than the average for all occupations.

3. List all other public and private institutions of higher education in Iowa currently operating programs similar to the proposed new degree program. (For comparison purposes, use a broad definitional framework, e.g., such identification should not be limited to programs with the same title, the same degree designation, having the same curriculum emphasis, or purporting to meet exactly the same needs as the proposed program.)

If the same or similar program exists at another public or private institution of higher education in Iowa, respond to the following questions:

- a. Could the other institution reasonably accommodate the need for the new program through expansion? Through collaboration?

In a search for majors of the same name or similar curriculum emphasis (using such terms as event management, wedding planning, convention/meeting planning), no bachelor or associate program could be found at any institution in Iowa.

- b. With what representatives of these programs has there been consultation in developing the program proposal? Provide a summary of the response of each institution consulted.

Not applicable.

- c. Has the possibility of an inter-institutional program or other cooperative effort been explored? What are the results of this study? (Consider not only the possibility of a formally established inter-institutional program, but also how special resources at other institutions might be used on a cooperative basis in implementing the proposed program solely at the requesting institution.)

Since no other four-year public institutions in the state of Iowa offers both a hospitality and apparel program (both areas that will support an event management major), the AESHM Department brings a unique perspective to the proposed major. No inter-institutional program nor any other cooperative effort has been explored.

4. Estimate the number of majors and non-majors students that are projected to be enrolled in the program during the first seven years of the program.

a. Undergraduate: Based on information available to us and from discussions with administrators at other schools offering such a program, we should expect the numbers projected in the table below.

Undergraduate	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7
Majors	25	50	75	100	100	100	100
Non-Majors	10	15	20	25	27	30	30

b. Graduate

Graduate	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7
Majors	0	0	0	0	0	0	0
Non-Majors	0	0	0	0	0	0	0

- c. What are the anticipated sources of these students?

Based on discussion with faculty at other institutions offering event management, we estimate that 60 percent of the students declaring event management will be entering freshman, 15 percent of the students will be current ISU students who will switch majors, and 25 percent of the students will be transfer students from other colleges and universities. While the majority of these transfer students will be from community and private four-year colleges or other four-year public universities in Iowa, some will transfer from other states. The department offers a number of scholarships that will be available to students in the proposed new major. These scholarships are distributed on a competitive basis related to need, academic performance, work, and demonstration of leadership skills. It is possible for students to complete the course work in four years (Appendix B.)

5. If there are plans to offer the program away from the campus, briefly describe these plans, including potential sites and possible methods of delivery instruction.

There are no plans to offer the program away from the ISU campus.

6. Has the proposed program been reviewed and approved by the appropriate campus committees and authorities? List them:

The AESHM Curriculum Committee and the AESHM Department faculty have approved the proposed major.

7. List date the program proposal was submitted to the Iowa Coordinating Council for Post High School Education (ICCPHSE) and the results of listserv review. (THIS WILL BE FILLED IN BY THE PROVOST OFFICE.)

8. Will the proposed program apply for accreditation? When?

The HRIM program is accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA), the accrediting agency for hospitality education programs. The last accreditation was granted in 2008. Accreditation occurs every seven years. It is anticipated that the Event Management program will support that accreditation, but no other accreditation will be sought for the event management major.

9. Will articulation agreements be developed for the proposed program? With whom?

Once the program has been approved, the Department will work with Iowa community colleges and those in adjacent states so that transfer students will meet general education and selected core course requirements.

10. Describe the faculty, facilities, and equipment that will be required for the proposed program. Other than basic classroom space and access to facilities in which events are held (such as the Joan Bice Underwood Tearoom, the Textiles and Clothing Museum, the Iowa State Center, and the Christian Peterson Art Museum), no other facilities will be used. No special equipment is required for the major. Current faculty members possess the expertise to teach classes required in the proposed major. As enrollment increases, the Department will need to hire additional faculty. However, faculty hired to teach event management courses will also have expertise to teach courses in other areas. (Currently the Department has approximately 800 undergraduate majors and 19 tenured/tenure-track faculty and 4 lecturers.)

11. From where will the financial resources for the proposed program come (list all that apply, e.g., department reallocation, college reallocation, grants, new to the university)?

The department will absorb the cost of the proposed major for the first three years. The table below describes the reallocation of resources for Year 4.

<b>SOURCES</b>	<b>TOTAL AMOUNT</b>
Department reallocation	\$45,000
College reallocation	\$40,000

12. Estimate the total costs/total new costs (incremental increases each year in expenditures) that will be necessary for the next seven years as a result of the new program:

	<b>TOTAL COSTS</b>	<b>TOTAL NEW COSTS</b>
Year 1	0	0
Year 2	0	0
Year 3	0	0
Year 4	\$85,000	\$85,000
Year 5	\$89,250	\$89,250
Year 6	\$93,713	\$93,713
Year 7	\$98,399	\$98,399

**Supplemental materials****(to be used at Iowa State University in the review of the proposal):**

## 13. Program requirements, including:

## a. prerequisites for prospective students;

Admission requirements for the proposed major will be the same as the general ones for all entering freshman and transfer students.

## b. language requirements;

There are no specific foreign language requirements. Students will be required to meet communication requirements. See Appendix A Degree Requirements.

## c. courses and seminars presently available for credit toward the program;

See Appendix A.

## d. proposed new courses or modifications of existing courses;

Existing courses that will be modified include AESHM 471. Modifications anticipated include dropping the dual-listing with AESHM 271, changing the title from Event Management II to Special Events Coordination, and shifting the focus to special events such as fashion shows, exhibit openings, and parades.

Proposed new courses include AESHM 371 Conference and Meeting Planning which is planned to be introduced in fall 2011.

## e. thesis and non-thesis options in master's programs;

This is an undergraduate program; no graduate program is anticipated.

## f. implications for related areas within the university;

It is likely that some students currently enrolled in other majors will switch to event management. Areas that are most likely to see a loss of majors include marketing; management; hotel, restaurant, and institution management; apparel merchandising, design, and production; family and consumer science education, professional studies option; and undeclared students in the LAS and Business Colleges.

## g. admissions standards for graduate programs

This is an undergraduate program; no graduate program is anticipated.

## 14. Attach to the program proposal memos from the department chair(s), the college dean(s), and other appropriate persons, agreeing to the allocation of new resources and/or the reallocation of resources as described in the Regents questions.

See attached letter.

## 15. Attach to the program proposal, letters of support, recommendations, and statements when appropriate:

## a. from programs at the other Regents universities

## b. from programs and departments at ISU which are associated with the proposed program or have an interest in the proposed program

Not applicable.

**Notes:**

## 1. The CIP Specialty name and number is found at:

<http://nces.ed.gov/pubs2002/cip2000/>


January 2006

**IOWA STATE UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

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Department of Apparel, Educational Studies,  
and Hospitality Management  
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Date: August 24, 2009

To: Dr. Roger Smith, Chair, CHS Curriculum Committee

From: Dr. Robert Bosselman, Chair, AESHM 

Subject: Event Management Major/Minor

The Department of Apparel, Educational Studies and Hospitality Management is pleased to submit these materials for our proposed major/minor in Event Management. This proposal is the culmination of years of work by students in event management activities, as well as demand from the business world.

For many years, AESHM students have actively participated in event management activities such as the Fashion Show, VEISHEA, career fairs, and a number of events on campus. Many students have worked in positions with ISU Dining, the Iowa State Center, or the Memorial Union that are event management-related positions. The demand for AESHM 271 and AESHM 471 have exceeded our ability to satisfy all students seeking to learn more about event management. In addition, the business world demand for individuals with event management backgrounds is increasing on a constant basis. Positions are available with commercial firms such as lodging and apparel corporations, as well as with non-profit enterprises, such as universities and government.

AESHM is proposing this new major/minor without any request for new resources. Our faculty are committed to the success of this new major/minor. The faculty unanimously approved this proposal, and the proposal has my strong endorsement and recommendation for approval. Please contact me should you require further discussion.



**Appendix A.**  
**Event Management**  
**Iowa State University 2011-2013 Catalog**  
 (Administered by Apparel, Educational Studies, and Hospitality Management)

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123 Total semester credits required

**(9.5) COMMUNICATIONS AND LIBRARY**

- (3) ENGL 150 Critical Thinking & Communication
- (3) ENGL 250 Written, Oral, Visual, & Elec. Composition
- (.5) LIB 160 Library Instruction
- (3) Speech
  - Select from:
    - COMST 102 Intro to Interpersonal Communication
    - COMST 214 Professional Communication
    - HD FS 370 Communication in Human & Family Development
    - SP CM 212 Fundamentals of Public Speaking

**(10) NATURAL SCIENCES AND MATHEMATICAL DISCIPLINES**

- (3) Select one course in Math (Math 104, 105, 140, 141, 150, or 160 suggested)
- (3) Select one course in Natural Sciences (select from Astronomy, Biology, Biochemistry, Chemistry, Ecology, Entomology, Environmental Science, Environmental Studies, FSHN 101 or 167, Genetics, Geology, Meteorology, Horticulture, Microbiology, Physics, or Zoology)
- (4) STAT 101 Principles of Statistics

**(9) SOCIAL SCIENCES**

- (3) ECON 101 Principles of Microeconomics
- (6) Select two courses from approved list: TC 165, HD FS 102, ECON 102, PSYCH 230, SOC 130, SOC134

**(9-11) HUMANITIES**

- (3) Select one course from: AESHM 342, TC 257, 362, 354, or 356
- (6-8) One foreign language suggested or 6 credits from African and African American Studies, American Indian Studies, Anthropology, Art History, Classical Studies, History, Literature, Philosophy, Religious Studies, Music or Dance Appreciation, Psychology, TC 204, Women's Studies, Theatre

**(64- 67) PROFESSIONAL COURSES**

- (3) ACCT 284 Financial Accounting
- (3) AESHM 111 Professional Development
- (3) AESHM 271 Public Relations & Event Management
- (3) AESHM 287 Principles of Management in Human Sciences
- (1) AESHM 311 Seminar on Careers and Internships
- (3) AESHM 340 Marketing Strategies
- (3) AESHM 371X Conference and Meeting Planning (new course)
- (3) AESHM 471 Special Events Coordination (change title; drop dual-listing w/ 271)
- (3-6) AESHM 470 Internship
- (3) AESHM 474 Entrepreneurship in Human Sciences

- (3) HRI 438 Human Resources Management
- (3) Select from
- ACCT 215 Legal Environment of Business
- HRI 315 Hospitality Law
- (30) Select from:
- ADVRT 230 Advertising Principles
- ADVRT 301 Strategic Planning for Advertising & Public Relations
- AESHM 379 Community Leadership: Examination of Social Issues
- AESHM 490 Special Topics: Trade Show Management or Wedding Planning
- FS HN 111 Fundamentals of Food Preparation
- HRI 101 Introduction to Hospitality Industry
- HRI 289 Private Club Operations
- HRI 333 Hospitality Operations Cost Controls
- HRI 380 Quantity Food Production Management
- HRI 380L Quantity Food Production and Service Management Experience
- HRI 383 Introduction to Beverages
- HRI 487 Fine Dining Management
- JL MC 220 Principles of Public Relations
- JL MC 305 Publicity Methods
- MGMT 370 Management of Organizations
- SP CM 312 Business & Professional Speaking
- SOC 264 Small Group Dynamics
- TC 377 Brand Management and Promotions

**(16.5-21.5) GENERAL ELECTIVES**

**Appendix B.**  
**Event Management**  
**4-year Plan Proposed for ISU 2011-2013 Catalog**

**Freshmen**

<b>Fall Semester</b>		<b>Spring Semester</b>	
English 150 Critical Thinking & Communication	3	Econ 101 Microeconomics	3
Library 160 Library Instruction	0.5	Natural Science 'Select from' Course	3
AESHM 111 Orientation & Prof. Development	3	Humanities 'Select from' Course	3
Social Science 'Select from' Course	3	ACCT 284	3
Humanities 'Select from' Course	3	Event Management 'Select from' Course	3
<i>Total</i>	<i>12.5</i>	<i>Total</i>	<i>15</i>
Total Freshmen Year: 27.5		Total Credits Earned: 27.5	

**Sophomore**

<b>Fall Semester</b>		<b>Spring Semester</b>	
English 250 Written, Oral, Visual, Electronic	3	AESHM 287 Principles of Mgmt in HS	3
AESHM 271 Public Relations, Event Mgmt I	3	Select from ACCT 215 or HRI 315	3
Select from ACCT 284 or AESHM 233X	3	Event Management 'Select from' Course	3
Speech 'Select from' Course	3	Event Management 'Select from' Course	3
Social Science 'Select from' Course	3	Elective	3
<i>Total</i>	<i>15</i>	<i>Total</i>	<i>15</i>
Total Sophomore Year: 30		Total Credits Earned: 57.5	

**Junior**

<b>Fall Semester</b>		<b>Spring Semester</b>	
AESHM 311 Seminar on Careers & Internships	1	AESHM 474 Entrepreneurship in HS	3
AESHM 371 Conference, Meeting Planning	3	AESHM 342 Aesthetics Everyday Exp.	3
AESHM 340 Marketing Strategies	3	Event Management 'Select from' Course	3
Statistics 101 Principles of Statistics	4	Event Management 'Select from' Course	3
Event Management 'Select from' Course	3	Elective	3
Elective	3	Elective	3
<i>Total</i>	<i>17</i>	<i>Total</i>	<i>18</i>

**Summer**

AESHM 470 Internship/Supervised Experience (3-6 credits)	
Total Junior Year: 38-41	Total Credits Earned: 95.5-98.5

**Senior**

<b>Fall Semester</b>		<b>Spring Semester</b>	
HRI 438 Human Resource Management	3	AESHM 471 Special Events Coordination	3
Event Management 'Select from' Course	3	Event Management 'Select from' Course	3
Event Management 'Select from' Course	3	Event Management 'Select from' Course	3
Elective	3	Elective	3
Elective	3	Elective	1
<i>Total</i>	<i>15</i>	<i>Total</i>	<i>13</i>
Total Senior Year: 28		Total Credits Earned: 123.5	

**Appendix C.**  
**Comparison of Requirements for Majors: AMDP\* (Apparel Merchandising, Design, and Production), HRIM\* (Hotel, Restaurant, and Institution Management), and Event Management**

**General Education** (X: the course is required; O: the course is in a required option)

<b>Class</b>	<b>AMDP*</b>	<b>HRIM*</b>	<b>Event Management</b>
English 150	X	X	X
English 250	X	X	X
Library 160	X	X	X
Speech (select from lists)	X	X	X
Math (select from lists)	X	X	X
Natural Science (select from lists)	X (3-5)	X (6)	X (3-5)
Statistics	X		X
Economics 101	X	X	X
Social Science (select from lists)	X (3)	X (6)	X (6)
TC 165	X		
Humanities (select from lists)	X (6)	X (3)	X (9)
History or Art History	X (3)		
HDFS 102		X	
AESHM 342		X	

**Professional Classes** (X: the course is required; O: the course is in a required option)

<b>Class</b>	<b>AMDP*</b>	<b>HRIM*</b>	<b>Event Management</b>
AESHM 111	X	X	X
AESHM 271	O	O	X
AESHM 275	X		
AESHM 287	O	X	X
AESHM 311	X	X	X
AESHM 340	O	X	X
AESHM 371			X
AESHM 471	O	O	X
AESHM 470	X		X
AESHM 474	O	O	X
AESHM 477	O	O	
HRI 101		X	O
HRI 189		O	
HRI 193		X	
HRI 233		X	
HRI 260		O	
HRI 289		O	O
HRI 315		X	O
HRI 333		X	
HRI 352		X	
HRI 380/380L		X	O
HRI 383		O	O
HRI 393 or 491		X	
HRI 433		X	

HRI 437		O	
HRI 438		X	X
HRI 439		O	
HRI 452		O	
HRI 455		X	
HRI 487		O	O
TC 131	X		
TC 204	X		
TC 210	X		
TC 245	X		
TC 231	X		
TC 372	X		
TC 377	X		O
TC 376	X		
TC 380	X		
TC 467	O		
TC 470	X		
TC 475	X		
TC 496	O		

Non-Department Classes (X: the course is required; O: the course is in a required option)

<b>Class</b>	<b>AMDP*</b>	<b>HRIM*</b>	<b>Event Management</b>
ACCT 215			O
ACCT 284	X	X	X
ADVRT 230	O		O
ADVRT 301			O
FSHN 111		X	O
FSHN 167		X	
JLMC 220	O		O
JLMC 305			O
MGMT 370	O		
MGMT 371	O		
MKT 410	O		
MKT 446	O		
MKT 448	O		
SPCM 312			O
SOC 264			O

Elective Credits:

AMDP: 15-18 credits

HRIM: 18-20 credits

Event Management: 16.5-21.5 credits

\*Based on the option with the closest match in the 09-11 ISU catalog to the proposed Event Management major.

**IOWA STATE UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

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Dr. Robert H. Bosselman, Chair  
Department of Apparel, Educational Studies & Hospitality Management  
Iowa State University  
31 MacKay Hall  
Ames, IA 50011-1121

Dear Dr. Bosselman:

Thank you for notifying us of your intention to offer a major and minor in Event Management. The field of events, meetings, and conventions is growing rapidly, and the industry needs qualified leaders. Iowa State's programs in hospitality and apparel are both well-known and respected. The proposed major and minor are a positive step to meet industry and students needs of the future. The students graduating with a major in event management will have numerous opportunities in the industry, while those pursuing a minor will enhance their employment prospects.

Requiring the students to have an industry-related internship is a very positive step, and students will benefit by direct participation in an events-oriented business. We will look forward to working with you and the students in the program. The addition of Events Management to the Department of Apparel, Educational Studies and Hospitality Management will build upon the reputation of the department's already well-known Fashion Show and VEISHEA Cherry Pies.

Sincerely,



Nancy Levandowski  
ISU Dining Director  
Iowa State University

**IOWA STATE UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

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November 2, 2009

Dr. Roger A. Smith, Chair  
College of Human Sciences Curriculum Committee  
N232B Lagomarcino  
Iowa State University  
Ames, IA 50011-3195

Dear Dr. Smith:

As chair of the Department of Apparel, Educational Studies and Hospitality Management, I am pleased to provide you with this letter of support for our proposed major and minor in Event Management. According to the Convention Industry Council, the economic impact of the events and meeting business in the United States is estimated at over \$125 billion, with nearly 2 million jobs linked to the industry (see [www.conventionindustry.org](http://www.conventionindustry.org)). In preparing our proposal, we are acting upon the demand we estimate from interaction with students, as well as strengthening existing partnerships on campus with ISU Dining, the Memorial Union, the Iowa State Center, as well as the Ames Convention & Visitors Bureau, and the Gateway Hotel.

In this time of financial concern, we believe this proposed major and minor will be warmly received by students. Discussions with programs at DMACC and Kirkwood indicate such a major and minor will add to the attractiveness of an ISU degree. The nationwide high school ProStart program, with over 80,000 students registered, is another strong market for the program. There are only a handful of schools offering a major in event management. The two largest are housed in universities (University of Nevada Las Vegas; University of Central Florida) located in large urban centers known for convention business (Las Vegas and Orlando). In conversation with colleagues at these institutions, they were pleased to hear of our proposed program and its curriculum, which is significantly different from theirs. Our curriculum is more broad-based, and in line with the body of knowledge associated with the events and meeting industry.

The department is prepared for the proposed major and minor, and for students who choose to join our department. We believe our estimates of proposed number of students to be conservative. We have successfully managed the Fashion Show for over 25 years, and VEISHEA Cherry Pies actually predates VEISHEA itself. Our current lecturer assigned as faculty of record for the Fashion Show, Ms. Natalie Sanger Gendle, will be the instructor of record for the event management classes. The only change to Natalie's schedule will be the proposed 300-level class. Since Natalie spends some of her current time


assisting faculty with projects, she is able to take on this added class. While we are optimistic that the university's financial situation will improve in three years time, and allow us to hire a faculty member based on demand for the major/minor, we understand the realities of budgets. Therefore, our department is committed to self-supporting this major/minor if the university is not able to fund a new position.

Our primary foodservice facility, the Joan Bice Underwood Tearoom, will see increased usage as a result of the proposed major/minor. We are prepared for that increase and welcome it as an opportunity to showcase our talents. In addition, our partners, such as ISU Dining and the Gateway Hotel, are enthusiastic about working with us on the proposed major/minor. We view this proposed major/minor as a huge win-win for the university community.

We have shared the proposal with the College of Business, as the word management is included in the title, and we note that undecided students may choose this major/minor. As of today we have not heard back from the College of Business.

In summation, I want to reiterate that our department will self-fund this proposed major/minor if the university is unable to assist us due to budget limitations. We feel strongly this proposed major/minor meets the needs of tomorrow's students, and adds to the strength of the apparel and hospitality programs in our department.

Sincerely,



Robert H. Bosselman, Chair





October 31, 2009

Dr. Robert H. Bosselman, Chair  
Department of Apparel, Educational Studies & Hospitality Management  
Iowa State University  
31 MacKay Hall  
Ames, IA 50011-1121

Dear Dr. Bosselman:

Thank you for notifying us of your intention to offer a major and minor in Event Management. The field of events, meetings, and conventions is growing rapidly, and the industry needs qualified leaders. Iowa State's programs in hospitality and apparel are both well-known and respected. The proposed major and minor are a positive step to meet industry and student needs of the future. The students graduating with a major in event management will have numerous opportunities in the industry, working in careers positioned in hospitality, tourism, and leisure studies. While those pursuing a minor, will enhance their employment prospects in fields such as public relations, journalism, and mass communications.

Requiring the students to have an industry-related internship is a very positive step, and students will benefit by direct participation in an events-oriented business. We will look forward to working with you and the students in the program. The addition of Events Management to the Department of Apparel, Educational Studies and Hospitality Management will build upon the reputation of the department's already well-known Fashion Show and VEISHEA Cherry Pies, as well as the Department's leadership in Hospitality Management.

Sincerely,

A handwritten signature in black ink that reads "Kathleen S. Nelson". The signature is written in a cursive, flowing style.

Kathleen S. Nelson, Ph.D., CSEP, CMP  
Charter Member of the Event Management Body of Knowledge (EMBOK) Project  
Tourism & Convention Administration Department  
William F. Harrah College of Hotel Administration  
University of Nevada Las Vegas

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