Business Administration

BUAD 334

BUAD 334 Events Management & Marketing

Course Schedule

Date		Topic	Textbook
Week of:		Tues., Jan. 3 Classes begin for all academic programs Mon., Feb. 13 Family Day - No classes Tues., Feb. 14 to Fri., Feb. 17, Mid-semester break - No classes Mon., Apr. 10 Last day of regularly-scheduled classes Wed., Apr. 12 to Wed., Apr. 26 Final exam period* *Fri., Apr. 14 to Mon., Apr. 17 Easter - No exams	[redacted]
1	Jan 2	**Learning Topics** Overview of Events, Tourism Events Planning Formation of Teams; Discussion of Team Seminars & Team Event Plans	Ch 1 Overview of Events Ch 4 Event Tourism Planning
[redacted]		[redacted]	[redacted]
[redacted]	9	[redacted]	[redacted]

12	Mar 27	**Complete Event Business Plan handed in for binding** Project Presentations	
13	April 3	Project Presentations	