



LaSalle College

EVENT PLANNING

AEC ATTESTATION OF COLLEGE STUDIES EVENING | 3 SEMESTERS

JYC.0H

At LaSalle College's International School of Fashion, Arts and Design, stimulating courses given by seasoned professionals boasting extensive industry experience provide you with all the tools and knowledge you need to launch a promising career as a proficient event planner.

The event planning program trains students to organize corporate meetings, fashion shows, promotional events, corporate functions, and more. Graduates of this program who have developed their sense of entrepreneurship and the desire to excel at event organizing will be ideally suited to start their own event planning business in the fashion world, artistic sectors, or further afield.

The key to a successful event is expert planning, which is why demand for these professionals is growing!

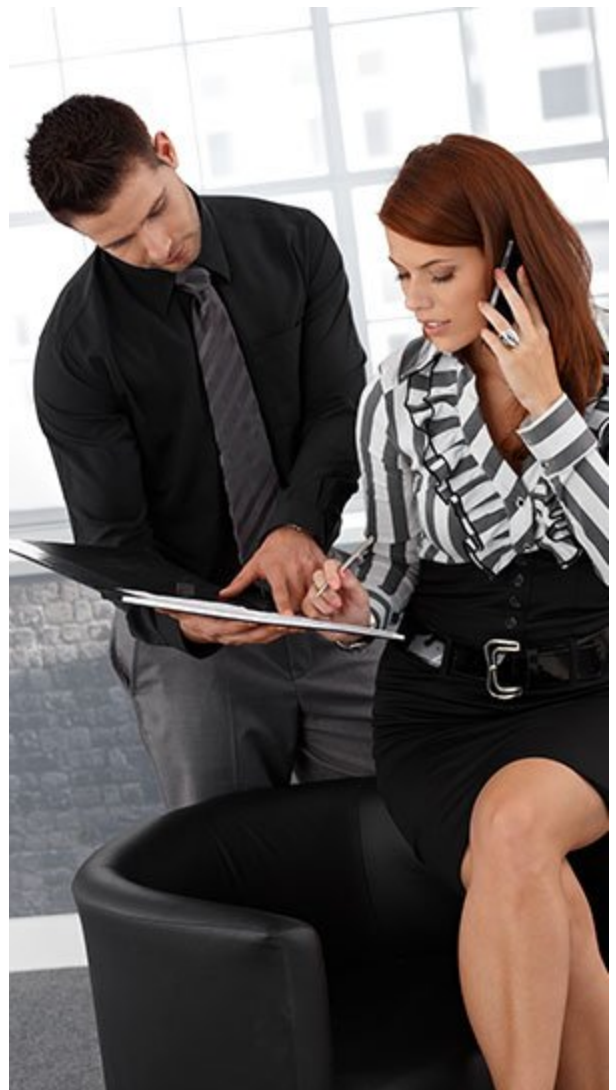
LaSalle College provides you with all the tools you need to obtain your objectives in this creative, ever-changing domain, where a high level of professionalism allows you to grow.

PROGRAM OBJECTIVES

LaSalle College provides you with all the tools you need to obtain your objectives in this creative, ever-changing domain, where a high level of professionalism allows you to grow.

CAREER PROSPECTS

- Fashion shows and presentations
- Wedding planning, birthday parties, anniversaries
- Corporate events
- Planning of seminars and conferences for various businesses





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PROGRAM CONTENT

COURSE TITLE

HOURS

SEMESTER 1

Introduction to Event Planning	60
Computer Tools and Social Media for Event Planning	60
Financial Planning and Resource Management in Event Planning	60
Marketing and Trends in Event Planning	60

SEMESTER 2

Project 1: Designing an Event	60
Creating Digital Tools for Event Planning and Promotion	60
Event Space Design and Layout	60
Event Communication and Promotion	60

SEMESTER 3

Project 2: Event Management	90
Food Trends and Menu Planning	45
Negotiations, Sales and Contracts for Event Planning	60
Field Integration into Event Planning	120



ADMISSION CRITERIA

Have a training deemed sufficient and meet the admission criteria set for college studies.

