

## MASTER IN EVENT PLANNING

### Main Language of Instruction:

French  English  Arabic

Campus Where the Program Is Offered: CSH

### OBJECTIVES

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This course trains professionals in event planning, focusing on the planning, management, and promotion of events related to cultural production (music, dance, theater, painting, etc.) and the enhancement of heritage (archaeological, historical, traditional, natural, etc.).

### PROGRAM LEARNING OUTCOMES (COMPETENCIES)

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- Plan an event
- Develop a research project
- Assess the cultural and environmental context of the event
- Master the nuances of event planning
- Engage in continuous professional development.

### ADMISSION REQUIREMENTS

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Candidates must hold a Bachelor's degree or an equivalent qualification, regardless of their initial field of study.

### COURSES/CREDITS GRANTED BY EQUIVALENCE

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Holders of a recognized equivalent degree may receive up to 60 credits through equivalence.

### PROGRAM REQUIREMENTS

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**120 Credits: Required Courses (114 credits), Institution's Elective Courses (6 credits)**

#### Required Courses (114 credits)

Art in Lebanon: 1880-1990 (4 Cr.). Audiovisual for Events (4 Cr.). Cultural and Arts Law (in Arabic) (3 Cr.). Cultural Management I (3 Cr.). Cultural Management II (3 Cr.). Cultural Mediation and Public Engagement (3 Cr.). Cultural News (3 Cr.). Cultural Policies in Lebanon and the Arab World (3 Cr.). Cultural Projects and Local Development (3 Cr.). Digital Marketing I (3 Cr.). Digital Marketing II (3 Cr.). Event Organization (6 Cr.). Event Planning and Management I (6 Cr.). Event Scenography (4 Cr.). Events and Cultural Tourism (3 Cr.). Intangible Cultural Heritage (3 Cr.). Internship/Other Activities – Master in Event Planning (6 Cr.). Major Event (6 Cr.). Master Thesis in Event Planning (10 Cr.). Master Thesis in Event Planning (20 Cr.). Monuments, Sites, and Historical Sites (3 Cr.). Museology and Heritage (4 Cr.). Professional Encounters (3 Cr.). Specialized Seminar M1 (2 Cr.). Thesis Project Methodology (3 Cr.).

#### Institution's Elective Courses (6 credits)

In the 1<sup>st</sup> semester:

Advertising Campaign Analysis and Development (3 Cr.). Film Aesthetics Seminars (3 Cr.). Group and Team Facilitation Techniques (3 Cr.). Human Resources: Strategic Function (4 Cr.). Psychology of Communication (3 Cr.). Sociology of Art (3 Cr.).

## SUGGESTED STUDY PLAN

### Semester 1

Code	Course Name	Credits
011LALAM1	Art in Lebanon: 1880-1990	4
011TCMCM1	Cultural Management I	3
011TOMPM2	Cultural Mediation and Public Engagement	3
011TCC1M1	Event Planning and Management I	6
011TCPIM1	Intangible Cultural Heritage	3
011TCM1M1	Monuments, Sites, and Historical Sites	3
011LAMUM1	Museology and Heritage	4
011TCPRM2	Professional Encounters	3
	Elective Course	3
	<b>Total</b>	<b>32</b>

### Semester 2

Code	Course Name	Credits
011TCAEM2	Audiovisual for Events	4
011LADCM2	Cultural and Arts Law (Arabic)	3
011TCM2M2	Cultural Management II	3
011TCPOM2	Cultural Policies in Lebanon and the Arab World	3
011TCPDM2	Cultural Projects and Local Development	3
011ICDMM3	Digital Marketing I	3
011ICDDM2	Digital Marketing II	3
011TEOEM1	Event Organization	6
011TCSSM1	Specialized Seminar M1	2
	<b>Total</b>	<b>30</b>

### Semester 3

Code	Course Name	Credits
011TEACM1	Cultural News	3
011TCS3M3	Event Scenography	4
011TCETM3	Events and Cultural Tourism	3
011TCEEM2	Major Event	6
011TOM1M3	Master Thesis in Event Planning	10
011TCM3M3	Thesis Project Methodology	3
	Elective courses	3
	<b>Total</b>	<b>32</b>

### Semester 4

Code	Course Name	Credits
011TCMEM4	Master Thesis in Event Planning	20
011TCADM4	Internship/Other Activities – Master in Event Planning	6
	<b>Total</b>	<b>26</b>

## COURSE DESCRIPTION

<b>011LALAM1</b>	<b>Art in Lebanon: 1880-1990</b>	<b>4 Cr.</b>
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This course introduces the key periods that structure the history of art in Lebanon. It covers the emergence of early artistic productions in dialogue with the West, and the development of contemporary artistic practices following the Lebanese Civil War. This course explores and defines what constitutes Lebanese modernity.

<b>011TCAEM2</b>	<b>Audiovisual for Events</b>	<b>4 Cr.</b>
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This course equips students with essential knowledge and skills to manage audiovisual equipment and technology during an event.

<b>011LADCM2</b>	<b>Cultural and Arts Law (Arabic)</b>	<b>4 Cr.</b>
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This course familiarizes students with fundamental legal principles, including primary sources of law, types of commercial companies, and their characteristics. It explains how to draft contracts and legal obligations, including essential requirements and rights protections. Students will also gain insights into intellectual property law, including its application, the process for registering artistic or literary works, the duration of protection for artistic, literary, and visual works, and the scope of local and international protection, including relevant international agreements. This course also trains students in establishing legal entities for artistic or cultural activities, drafting contracts, protecting artistic works, and preventing rights infringement.

<b>011TCMCM1</b>	<b>Cultural Management I</b>	<b>3 Cr.</b>
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This course aims to familiarize students with the factors involved in managing a cultural organization, from conception to operation. It provides them with a foundational understanding of cultural management, including:

- Designing or creating cultural products
- Financing cultural products
- Producing and manufacturing cultural products
- Distributing and exploiting cultural products
- Evaluating cultural products

<b>011TCM2M2</b>	<b>Cultural Management II</b>	<b>3 Cr.</b>
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This course equips students with the necessary tools to analyze and manage standard accounting practices in the industry. It covers various types of costs and their significance, enhances understanding of financial statements and ratios, and defines pricing and cost-volume-profit (CVP) analysis. This course includes:

- 1- Course description and objectives
- 2- Tools for planning and control
- 3- Cost accounting and ratios
- 4 & 5- Cost allocation and revenues
- 6 & 7- CVP analysis
- 8- Pricing decisions and cost management
- 9- Budget process and development
- 10- Feasibility study
- 11- Profit and loss analysis

<b>011TOMPM2</b>	<b>Cultural Mediation and Public Engagement</b>	<b>3 Cr.</b>
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This course provides a multidisciplinary educational approach for students in Humanities. It equips them with methods for transmitting knowledge through various mediation practices, including the use of images and other visual aids (such as drawings, photographs, films, virtual reconstructions, and documentaries).

By the end of this theoretical and practical training, students will be able to design and implement educational projects, activities, and exhibitions. These may include workshops, lectures, tours, and guided visits at cultural and event-based activities (such as Heritage Days, White Night Festivals, music festivals, singing festivals, and exhibitions). Students will also develop associated materials (booklets, documentation, fact sheets, etc.).

The mediation skills acquired will enhance students' ability to facilitate understanding and effectively convey knowledge through various educational and didactic tools, often engaging and tailored to diverse audiences, including both the general public and educational settings.

<b>011TEACM1</b>	<b>Cultural News</b>	<b>3 Cr.</b>
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This course begins by defining cultural tourism. It then explores various themes, such as creative industries, museology, the world of sports, digital media, and more, focusing on the design and organization of related events.

<b>011TCPOM2</b>	<b>Cultural Policies in Lebanon and the Arab World</b>	<b>3 Cr.</b>
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This course is designed for Master students in Event Planning and students in Humanities. It is divided into two parts to help students better understand the mechanisms employed by states to promote their country's culture and heritage. The first part defines cultural policy and diplomacy, highlighting the various types. The second part illustrates these concepts with examples from the Arab world, including Lebanon.

<b>011TCPDM2</b>	<b>Cultural Projects and Local Development</b>	<b>3 Cr.</b>
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<b>011ICDMM3</b>	<b>Digital Marketing I</b>	<b>3 Cr.</b>
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This course introduces students to digital communication and marketing, covering topics such as branding, network theories, viral marketing, influencer marketing, social media propaganda, and digitalization of points of sale.

<b>011ICDDM2</b>	<b>Digital Marketing II</b>	<b>3 Cr.</b>
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This course introduces students to digital communication and marketing, covering topics such as branding, network theories, viral marketing, influencer marketing, social media propaganda, and digitalization of points of sale.

<b>011TCC1M1</b>	<b>Event Planning and Management I</b>	<b>6 Cr.</b>
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This seminar focuses on the implementation of event planning, highlighting the importance of considering all the technical and human intermediaries involved in generating and disseminating events. Alongside artists and project leaders, key administrative and technical roles—such as the artistic agent, security manager, tour organizer, set designer, exhibition manager, casting director, publisher, and producer—must be engaged.

This seminar aims to introduce students to these essential professionals and their unique experiences. By placing these individuals within their specific contexts, this seminar demonstrates the active role of material, regulatory, and technical environments in which these professionals operate.

<b>011TEOEM1</b>	<b>Event Organization</b>	<b>6 Cr.</b>
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This course follows and complements the course titled “Event Planning and Production”. Students will learn how to organize an event from start to finish.

<b>011TCS3M3</b>	<b>Event Scenography</b>	<b>4 Cr.</b>
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This course provides students with the fundamental concepts of event scenography design. Students will acquire the essential knowledge required to collaborate effectively with a scenographer and learn how to spatially organize a scenography concept. This course also explains how to utilize scenography as a valuable asset in event planning, ensuring the audience is welcomed in comfort and immersed in a remarkable experience.

<b>011TCETM3</b>	<b>Events and Cultural Tourism</b>	<b>3 Cr.</b>
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This course begins by defining cultural tourism and then explores various topics such as creative industries, museology, the sports world, and digital visuals. It covers the planning and organization of events related to these themes.

<b>011TCPIM1</b>	<b>Intangible Cultural Heritage</b>	<b>3 Cr.</b>
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This course highlights the significance of preserving and transmitting intangible cultural heritage through cultural and tourism events. It is divided into two parts: the first part offers a historical overview, tracing the evolution of the concept from “folk arts and traditions” to “folklore,” and finally to “intangible cultural heritage” as defined by the UNESCO Convention of 2003. The second part features guest speakers who share their expertise in designing and implementing projects and events that highlight and promote intangible cultural heritage.

<b>011TCADM4</b>	<b>Internship/Other Activities – Master in Event Planning</b>	<b>6 Cr.</b>
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This internship of approximately one hundred hours offers students their first exposure to real-world environments. They take on both active and observational roles, making it a valuable learning experience.

<b>11TCEEM2</b>	<b>Major Event</b>	<b>6 Cr.</b>
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<b>011TOM1M3</b>	<b>Master Thesis in Event Planning</b>	<b>10 Cr.</b>
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The thesis represents the culmination of research, where students demonstrate their skills in analysis, synthesis, and structuring of ideas. In some disciplines, the research involves fieldwork. In this case, students will document the progression of work with an individual, group, or specific situation, highlighting the nature and relevance of their intervention, followed by a theoretical interpretation of the completed work.

<b>011TCMEM4</b>	<b>Master Thesis in Event Planning</b>	<b>20 Cr.</b>
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The thesis represents the culmination of research, where students demonstrate their skills in analysis, synthesis, and structuring of ideas. In some disciplines, the research involves fieldwork. In this case, students will document the progression of work with an individual, group, or specific situation, highlighting the nature and relevance of their intervention, followed by a theoretical interpretation of the completed work.

<b>011TCM1M1</b>	<b>Monuments, Sites, and Historical Sites</b>	<b>3 Cr.</b>
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This course will be taught by multiple instructors to familiarize students with various types of events, including their design, organization, feasibility, and execution. It provides an in-depth understanding of the challenges involved in conceiving and executing an event.

Following an introduction to the heritage value of monuments, sites, and historical locations, each week a professional event organizer or researcher will present an event they have organized. Discussions and debriefings will allow students to engage with and debate the difficulties encountered.

<b>011LAMUM1</b>	<b>Museology and Heritage</b>	<b>4 Cr.</b>
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This course explores museology and museography, covering the disciplines and techniques related to museums, including management, research, conservation, cataloging, presentation of objects, works, or heritage (collections), and museum activities. Museology encompasses the overall science and methods of museum management, while museography involves the graphic design and physical realization of exhibitions. According to the official definition by ICOM (International Council of Museums), “A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. Open to the public, accessible and inclusive, museums foster diversity and sustainability. They operate and communicate ethically, professionally and with the participation of communities, offering varied experiences for education, enjoyment, reflection and knowledge sharing.” This course covers approximately ten themes spanning multiple sessions. Themes 2 to 6 focus on museology, while themes 7 to 10 address museography. The order of themes presented below is tentative, and the schedule may vary throughout the academic year; museum visits will also be organized, with dates set in coordination with students.

Content:

Theme 1: Introduction to Museology and Museography

Definitions

Different types of museums

Theme 2: Museum Concept

- Theories and practices of museums
- Museum goals and functions: strategic planning

Theme 3: Collection Management

- Inventory of collections
- Organization of reserves

Theme 4: Research and Documentation

- Analysis of collections and dissemination of research
- The role of documentation

Theme 5: Maintenance and Conservation

- Collection environment
- Preventive conservation

Theme 6: Museum Mission and Public Impact

- Value and role of museums
- Permanent collections and temporary exhibitions: what message?

Theme 7: Architectural Program of Museums

- Architectural layout
- Relationship between the collection to be exhibited and its spatial organization

Theme 8: Presentation of Works

- Arrangement of objects in space
- Exhibition materials and presentation requirements

Theme 9: Presentation Exercises

- Example of museographic furniture: display cases
- Signage, multimedia, and communication

Theme 10: Museum Visits

- National Museum of Beirut
- AUB Archaeological Museum
- USJ Museum of Lebanese Prehistory
- Robert Mouawad Private Museum
- The Wonders of the Sea Museum
- Others

<b>011TCPRM2</b>	<b>Professional Encounters</b>	<b>3 Cr.</b>
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This course introduces first-year Master's students in Event Planning to various sectors of the industry, offering them the opportunity to learn from professionals in the field.

<b>011TCSSM1</b>	<b>Specialized Seminar M1</b>	<b>2 Cr.</b>
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<b>011TCM3M3</b>	<b>Thesis Project Methodology</b>	<b>3 Cr.</b>
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