

MASTER IN EVENT PLANNING**Main Language of Instruction:**French ☒ English ☐ Arabic ☐**Campus Where the Program Is Offered:** CSH**OBJECTIVES**

The Master in Event Planning aims to train professionals in event planning, management, and promotion of events related to cultural production (music, dance, theater, painting, etc.) and heritage (archaeological, historical, traditional, natural, etc.).

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

- Plan and organize events
- Develop research projects
- Assess the cultural and environmental context of events
- Understand the event industry
- Pursue lifelong learning

ADMISSION REQUIREMENTS

Applicants must hold a Bachelor's degree or equivalent, with no specific field of study required.

COURSES/CREDITS GRANTED BY EQUIVALENCE

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

PROGRAM REQUIREMENTS**120 credits: Required Courses (120 credits)****Required Courses (120 credits)**

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

SUGGESTED STUDY PLAN**Semester 1**

Code	Course Name	Credits
011TCE1M1	Event Design and Production	6
011TCCRM1	Event Design and Realization	6
011TCCMM1	Cultural Management	4
011TCMPM1	Cultural Mediation and Public Engagement	4
011LAMP1	Museology and Heritage	4

011TCP3M1	Intangible Cultural Heritage and Cultural Tourism	4
011TCPRM2	Professional Encounters	3
	Total	31

Semester 2

Code	Course Name	Credits
011TCA4M1	Audiovisual for Events	4
011LADCM2	Cultural and Arts Law (in Arabic)	3
011ICDDM2	Digital Marketing: Theories and Practice	6
011TCMCM2	Cultural Management II	4
011TEOEM1	Event Organization	6
011TCDLM2	Cultural Projects and Local Development	4
011TCSAM2	Internship/Other Activities – Master in Event Planning	3
	Total	30

Semester 3

Code	Course Name	Credits
011TCCEM3	Events and Communication	4
011TCTEM3	Events and Cultural Tourism	4
011LALAM1	Art in Lebanon: 1880-1990	4
011TCMPM3	Major Event	10
011TCM3M3	Thesis Project Methodology	3
011TCS3M3	Event Scenography	4
011TCSSM1	Specialized Seminar M1	2
	Total	31

Semester 4

Code	Course Name	Credits
011TCMEM4	Master Thesis in Event Planning	20
011TCPCM4	Cultural Policies in Lebanon and the Arab World	4
011TODPM2	Diplomatic Protocol for Events Leaders	4
	Total	28

COURSE DESCRIPTION

011TCE1M1 Event Design and Production 6 Cr.

This seminar examines the range of technical and human professionals involved in producing and disseminating events. Alongside artists and project leaders, event productions rely on a variety of administrative and technical professionals, including talent agents, safety managers for public venues, tour managers, set builders, exhibition managers, casting directors, publishers, producers, and others. The seminar introduces students to these professionals, whose work is essential to the success of an event project, as well as to individuals who have had distinctive professional experiences. By examining these professionals within their specific contexts, students will gain insight into the active role of the material, regulatory, and technical environments in which they operate.

011TCCRM1 Event Design and Realization**6 Cr.**

This course focuses on the realization of an event in M1.

011LALAM1 Art in Lebanon: 1880-1990**4 Cr.**

This course introduces students to the major periods that have shaped the history of art in Lebanon. It covers two key periods: the emergence of the first artistic productions shaped by dialogue with the West and the emergence of the first contemporary artistic practices in the aftermath of the Lebanese Civil War. What defines Lebanese modernity?

011TCCMM1 Cultural Management**4 Cr.**

This course introduces students to the key aspects of managing a cultural organization, from the conception to the operation of its activities. It provides a basic understanding of cultural management, including cultural product design and creation; financing; production and development; distribution and operation; and evaluation.

011TCMPM1 Mediation and Public Engagement**4 Cr.**

This course introduces students to methods for communicating knowledge through a range of educational and interpretive practices, using images and visual media such as drawings, photographs, films, virtual reconstructions, and documentaries. Students will learn to design educational projects, activities, and exhibitions, including workshops, lectures, cultural trails, and guided tours, as part of cultural and event programs such as Heritage Days, *Nuit Blanche*, music and singing festivals, and exhibitions. They will also develop related materials, including booklets, documentation, and fact sheets. Students will learn to present and communicate knowledge through engaging educational materials tailored to different audiences and levels of engagement, from the general public to school groups.

011LAMP11 Museology and Heritage**4 Cr.**

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 the themes presented below is tentative, and the schedule may vary throughout the academic year. Museum visits are also 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 storage areas

Theme 4: Research and Documentation

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

Theme 5: Maintenance and Conservation

- Collection Environnement
- 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: Exhibition Design 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.

011TCP3M1	Intangible Cultural Heritage and Cultural Tourism	4 Cr.
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This course examines the safeguarding and transmission of intangible cultural heritage through cultural and tourism events.

It consists of two parts:

The first part traces the historical development of the concept, from “folk arts and traditions” to “folklore” and, ultimately, “intangible cultural heritage,” as defined by the 2003 UNESCO Convention.

The second part features guest speakers who will share their experience in designing and implementing projects and events that showcase and promote intangible cultural heritage.

011TCPRM2	Professional Encounters	3 Cr.
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This course introduces students to the various fields of the event industry through presentations and discussions with industry professionals.

011TCA4M1	Audiovisual for Events	4 Cr.
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This course provides students with the essential knowledge and skills needed to manage and operate the audiovisual equipment used at events.

011LADCM2	Cultural and Arts Law (in Arabic)	3 Cr.
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This course introduces non-law students to the main sources of law, the different types of commercial companies, and their respective characteristics. It also explains how to draft contracts and define legal obligations, including the essential provisions needed to protect rights. The course also introduces students to intellectual property law and its scope of application, including the registration of artistic and literary works; the duration of protection for artistic, literary, and photographic works; the scope of national and international protection; and the international agreements governing intellectual property rights. Students will learn how to establish a legal entity for artistic or cultural activities, draft contracts, protect artistic works, and prevent infringements of intellectual property rights.

011ICDDM2	Digital Marketing: Theories and Practice	6 Cr.
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This course introduces students to digital communication and digital marketing, covering topics such as branding, network theories, viral marketing, influencer marketing, propaganda on social media, and the digitalization of points of sale.

011TCMCM2	Cultural Management II	4 Cr.
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This course equips students with the theoretical and practical knowledge needed to analyze how cultural organizations operate, focusing on their structures, strategies, relationship with their local context, and contemporary challenges, including environmental sustainability, inclusion, and innovation. It compares the French and Lebanese cultural systems to identify effective practices and assess their relevance to the Lebanese context. Through theoretical instruction, case studies, and fieldwork, students will learn to evaluate cultural organizations and develop practical strategies to strengthen their performance.

This course prepares students to work in the cultural sector, develop projects grounded in local realities, establish and manage cultural organizations, and contribute to Lebanon's sustainable cultural development.

011TEOEM1	Event Organization	6 Cr.
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This course builds on the "Event Design and Production" course. Students will learn to organize and manage an event from A to Z.

011TCPCM4	Cultural Policies in Lebanon and the Arab World	4 Cr.
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This course introduces students to the ways in which states promote their culture and heritage through cultural policy and diplomacy. The first part defines cultural policy and cultural diplomacy and examines their different forms. The second explores these concepts through examples from the Arab world, including Lebanon.

011TCDLM2	Cultural Projects and Local Development	4 Cr.
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This course examines how culture and creative activity can contribute to local development by strengthening social ties, encouraging residents to participate in community life, enhancing tourism, promoting local heritage, creating new facilities, and placing people at the heart of the development process.

Students will learn to:

- Identify a territory's resources, strengths, and weaknesses in relation to a specific cultural activity or local development project;
- Design and implement cultural projects that contribute to local development while taking into account the specific characteristics of the territory;
- Analyze the diversity and complementarity of local development stakeholders and identify key leaders;
- Engage and mobilize local authorities in the local development process;
- Evaluate completed projects.

011TCSSM1	Specialized Seminar M1	3 Cr.
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This course enables students to deepen their disciplinary knowledge while expanding their understanding beyond their primary field of study.

011TCTEM3	Events and Cultural Tourism	3 Cr.
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This course begins by defining cultural tourism and examining its various dimensions, from the creative industries and museology to sports and digital media. It then focuses on the design and organization of events that draw on these different fields.

011TCCEM3	Events and Communication	4 Cr.
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This course introduces students to the principles and practices of event communication.

011TCMPM3	Major Event	10 Cr.
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This course centers on the organization of the cohort's major event in M2.

011TCM3M3	Thesis Project Methodology	3 Cr.
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This course introduces students to the key stages of preparing a thesis, from formulating the research question to developing the research methodology.

011TCS3M3	Event Scenography	4 Cr.
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This course enables students to:

- Understand the fundamentals of event scenography.
- Collaborate with a scenographer.
- Design spatial environments based on event scenography concepts.
- Use scenography to enhance an event.
- Create a comfortable and immersive experience for the audience.

011TCMEM4	Master Thesis in Event Planning	20 Cr.
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This course culminates in a thesis through which students will demonstrate their ability to analyze, synthesize, and develop their ideas in a structured manner. Depending on the discipline, the research may include fieldwork. In this case, students will document the work undertaken with an individual, group, or specific situation, clearly presenting the nature and relevance of their intervention and critically interpreting the work through a theoretical framework.

011TODPM2	Diplomatic Protocol for Events Leaders	4 Cr.
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This course introduces students to the principles and advanced practices of diplomatic protocol in event management. Students will learn how to plan and conduct official ceremonies, apply rules of precedence, arrange seating, use appropriate forms of address, manage flags and logos, coordinate logistics and operations, observe dining etiquette, and organize ceremonial gift exchanges.

011TCSAM2	Internship/Other Activities – Master in Event Planning	3 Cr.
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This course includes an approximately 100-hour internship, giving students firsthand workplace experience as both participants and observers.