Special Event Management

TECHNICAL DIPLOMA
Program Code: 31-109-2 | Downtown Milwaukee Campus

Put your creativity and planning skills to work and begin a career in event management. This program covers a broad range of topics related to the hospitality industry, including marketing, contracts and accounting.

Workplace Competencies
Employers will expect graduates to:
• Develop meeting and event proposals
• Manage funding for on-site meetings
• Create program planning outlines
• Learn how to develop a volunteer management program
• Recognize the different types of supplier contracts
• Use good negotiation techniques in the event management environment

Career Outlook
Many associations and corporations are hiring people to arrange, plan and conduct special events in a wide range of venues. In this field there is a high demand for skilled, customer service-focused employees.

Admission Requirements
• A high school diploma or GED
• Demonstration of basic skills through a course placement assessment
• Typing proficiency of 30 words per minute or concurrent enrollment in OFTECH-103 Keyboard and Keypad

Start dates: August and January

After earning this diploma, the credits can be applied to completing the Meeting and Event Management associate degree.
Special Event Management
Curriculum

Credits

COMPSW-106  Introduction to MS Office .................................................. 3
HOTEL-105  Hospitality Marketing and Sales ........................................... 2
ENG-151  Communication Skills 1 ‡ .................................................. 3
               (or) ENG-201 English 1
MEET-151  Introduction to Hospitality and Tourism........................................... 3
CULMGT-140  Food and Beverage Operations ........................................... 3
HOTEL-127  Catering Weddings, Convention Sales and Contracts................................. 3
MEET-180  Registration and Housing Logistics ........................................... 3
MATH-123  Math With Business Applications ‡ ...................................... 3
               (or) ENG-202 English 2
MEET-181  Exposition and Special Event Management........................................... 3
CULMGT-117  Hospitality Law and Liability ........................................... 3
ENG-152  Communication Skills 2 ‡ .................................................. 3
               (or) ENG-201 English 1
HOTEL-122  Basic Hospitality Accounting ........................................... 3

TOTAL CREDITS: 35

‡ Prerequisite required.
Program curriculum requirements are subject to change.

For complete information, go to matc.edu/business/index.cfm
To apply for financial aid, visit fafsa.ed.gov
School Code: 003866

Possible Careers
- Activity Director
- Convention Services Manager
- Corporate Travel Manager
- Destination Wedding Planner
- Meeting Planner
- Resort Sales
- Special Event Coordinator

Related Programs
- Meeting and Event Management
- Business Management
- Hotel/Hospitality Management
- Marketing Management
- Supervisory Management – Accelerated

MATC is an Affirmative Action/Equal Opportunity Institution and complies with all requirements of the Americans With Disabilities Act. MATC is accredited by the Higher Learning Commission, Commission on Institutions of Higher Education, the national standard in accrediting colleges and schools for distinction in academics and student services. REV 2015/16

For more information: matc.edu or 414-297-MATC
Wisconsin Relay System 711

Downtown
Milwaukee Campus
700 West State Street

Mequon Campus
5555 West Highland Road

Oak Creek Campus
6665 South Howell Avenue

West Allis Campus
1200 South 71st Street