



Special Event Management

TECHNICAL DIPLOMA

Program Code: 31-109-2

Downtown Milwaukee Campus (Also offered online)

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.

Career Outlook

Associations and corporations hire people to arrange, plan and conduct special events in a wide range of venues. In this field there are opportunities for skilled, customer service-focused employees.

After earning this technical diploma, your credits can be applied to completing the Event Management associate degree.

Program Learning Outcomes

- Design a special event
- Apply the fundamentals strategies to a special event
- Manage the fundamentals of financial resources
- Identify the various components that make up the hospitality industry
- Manage the fundamentals of housing and registration process

Admission Requirements

- A high school diploma or GED
- Typing proficiency of 30 words per minute or concurrent enrollment in OFTECH-103 Keyboard and Keypad



Business & Management
MILWAUKEE AREA Technical College

For complete information, go to matc.edu/course-catalog/business-management
To apply for financial aid, visit fafsa.gov School Code: 003866

COURSES	Credits
BADM-106	MS Office for Business Applications 3
ENG-195	Written Communication ‡ 3 (or) ENG-201 English 1 ‡
HOTEL-122	Basic Hospitality Accounting 3
MEET-151	Introduction to Hospitality/Tourism 3
HOTEL-105	Hospitality Marketing, Sales and Revenue Strategy 3
HOTEL-127	Fundamentals of Meetings and Special Events 3
HOTEL-135	Hospitality Professional Service and Development 3
MEET-116	Fundamentals of Green Meetings 2
MEET-180	Registration and Housing Logistics ‡ 3
MEET-181	Exposition and Special Event Management ‡ 3
TOTAL CREDITS: 29	

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

Current MATC students should consult their [Academic Program Plan](#) for specific curriculum requirements.

Possible Careers

- Special Event Coordinator
- Activity Director
- Corporate Travel Manager
- Destination Wedding Planner
- Meeting Planner

Related Programs

- Event Management
- Business Management
- Hospitality Management
- Marketing



10% Post Consumer Recycled



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

**MATC Education Center
at Walker's Square**
816 West National Avenue, Milwaukee