

Event Management

PROGRAM CODE: 10-109-6



Associate Degree



COURSE	CREDITS
BADM-106 MS Office for Business Applications ^	3
ENG-195 Written Communication ‡ ^ (or) ENG-201 English 1 ‡	3
GEOSCI-112 Principles of Sustainability..... (or) Any 200-level BIOSCI, CHEM, GEOSCI or PHYS course	3
HOTEL-122 Basic Hospitality Accounting ^	3
HOTEL-135 Hospitality Professional Service and Development	3
MEET-151 Introduction to Hospitality/Tourism ^	3
HOTEL-105 Hospitality Marketing, Sales and Revenue Strategy ^	3
HOTEL-124 Managerial Accounting for the Hospitality Industry	3
HOTEL-127 Fundamentals of Meetings and Special Events ^	3
MEET-116 Fundamentals of Green Meetings ^	2
MEET-180 Registration and Housing Logistics ‡ ^	3
MEET-181 Exposition and Special Event Management ‡ ^	3
ECON-195 Economics..... (or) ECON-219 Personal Finance and Consumer Economics	3
ENG-196 Oral/Interpersonal Communication ‡ (or) Any 200-level ENG or SPEECH course	3
HOTEL-133 Supervision in the Hospitality Industry	3
HOTEL-140 Food and Beverage Operations	3
MEET-184 Risk Management and Crisis Planning ‡	3
HOTEL-130 Internship - Hotel/Meeting Management ‡	1
MATH-134 Mathematical Reasoning ^ (or) Any 200-level MATH course	3
MEET-178 Meeting and Convention Planning ‡	3
PSYCH-199 Psychology of Human Relations..... (or) Any 200-level PSYCH course	3
SOCSCI-197 Contemporary American Society (or) SOCSCI-200 Introduction to Ethical Issues	3

Location: Downtown Milwaukee Campus

Start Dates: August and January

Admission Requirement: High school diploma or GED

Transfer: Will transfer to one or more four-year institutions

Financial Aid Eligible: Yes.

Apply at fafsa.gov. Use School Code 003866.

Program Description

Build a dynamic career in event management, meeting planning, special event marketing, corporate and convention sales, or hotel marketing.

Career Outlook

Festivals and events are among the key segments of the hospitality/ tourism industry. In addition, many associations and corporations hire people to plan and conduct meetings.

Program Learning Outcomes

- Apply project management strategies to an event.
- Manage financial resources.
- Design an event.
- Promote an event.
- Manage risk-management plan.

CREDITS

Total credits needed to complete this degree

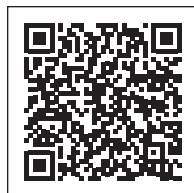
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‡ Prerequisite required.

^ Counts toward earning the Special Event Management technical diploma.

Program curriculum requirements are subject to change.

Current MATC students should consult their Academic Program Plan for specific curriculum requirements.



Complete Program Details

QUESTIONS? 414-456-5323, 414-297-8903 or leadpathway@matc.edu