Event Management

PROGRAM CODE: 10-109-6



CREDITS



Location: Downtown Milwaukee Campus

Start Dates: August and January

Admission Requirement: High school diploma or equivalent Financial Aid Eligible: Yes. Use code 003866 at fafsa.gov.

Program Description

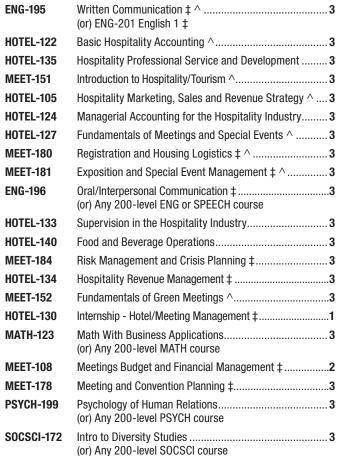
Build a dynamic career in event management, meeting planning, special event marketing, corporate and convention sales, or hotel marketing.

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

COURSES

Total credits needed to complete this degree

60

- ‡ Prerequisite required.
- $\ ^{\wedge}$ 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.

MATC courses are offered in person, entirely online or partially online. Check each course's delivery options in Self-Service at **selfservice.matc.edu**.



Complete Program Details

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



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