

Special Event Management

PROGRAM CODE: 31-109-2



Technical Diploma



Location: Downtown Milwaukee Campus, Oak Creek Campus, Online 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

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.

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.



Complete Program Details

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

COURSES

COURSES	CREDITS
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-180	Registration and Housing Logistics ‡ 3
MEET-181	Exposition and Special Event Management ‡ 3
HOTEL-124	Managerial Accounting for the Hospitality Industry ‡ 3
MEET-184	Risk Management and Crisis Planning ‡ 3
HOTEL-140	Food and Beverage Operations 3
HOTEL-133	Supervision in the Hospitality Industry 3
HOTEL-134	Hospitality Revenue Management ‡ 3
MEET-152	Fundamentals of Green Meetings ‡ 3
MEET-178	Meetings & Convention Planning ‡ 3
HOTEL-130	Internship in Hotel/Hospitality Management ‡ 1
MEET-108	Meeting Budgets and Financial Management ‡ 2

CREDITS

Total credits needed to complete this diploma

48

‡ Prerequisite required.

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.