Business & Management Academic & Career Pathway

Event Management

PROGRAM CODE: **10-109-6**

AD
Associate Degree

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.

COURSES		CREDITS
ENG-195	Written Communication ‡ ^	3
	(or) ENG-201 English 1 ‡	
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-180	Registration and Housing Logistics ‡ ^	3
MEET-181	Exposition and Special Event Management ‡ ^	3
ENG-196	Oral/Interpersonal Communication ‡	3
	(or) Any 200-level ENG or SPEECH course	
HOTEL-133	Supervision in the Hospitality Industry	3
HOTEL-140	Food and Beverage Operations	3
MEET-184	Risk Management and Crisis Planning ‡	3
HOTEL-134	Hospitality Revenue Management ‡	3
MEET-152	Fundamentals of Green Meetings ^	3
HOTEL-130	Internship - Hotel/Meeting Management ‡	1
MATH-123	Math With Business Applications	3
	(or) Any 200-level MATH course	
MEET-108	Meetings Budget and Financial Management ‡	2
MEET-178	Meeting and Convention Planning ‡	3
PSYCH-199	Psychology of Human Relations	3
	(or) Any 200-level PSYCH course	
SOCSCI-172	Intro to Diversity Studies	3
	(or) Any 200-level SOCSCI course	

CREDITS
Total credits needed to complete this degree

60

‡ 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.

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