

# Special Event Management

PROGRAM CODE: 31-109-2



Technical Diploma



COURSE	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

**Location:** Downtown Milwaukee Campus, Oak Creek Campus, Online Campus

**Start Dates:** August and January

**Admission Requirement:** High school diploma or GED

**Financial Aid Eligible:** Yes.

Apply at [fafsa.gov](https://fafsa.gov). Use School Code 003866.

### CREDITS

Total credits needed to complete this diploma

# 29

‡ Prerequisite required.

Program curriculum requirements are subject to change.

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

### 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](mailto:leadpathway@matc.edu)