

HOSPITALITY & EVENT MANAGEMENT

Delivery: Program Classes Online
 Additional Classes Daytime, Evening, Online
Start: Fall or Spring Semester, Full- or Part-Time

Outcomes

Meeting & Event Management Certificate 17 cr.
 Lodging Operations Certificate 21 cr.

Major Description

This program prepares students to enter the largest, most diverse and fastest growing industry in the world. Hospitality and Event Management is the business of attracting and catering to the needs and expectations of visitors. Our coursework helps students traverse the hospitality and event management industry trifecta: supplier, venue, and planner. Coursework provides the knowledge and skill sets to offer premier services in meeting, conference and event management businesses, marketing and public relations firms, hotels, convention centers, country clubs, casinos, resorts, and other industry attractions. This program offers maximum flexibility, offering all program courses online with additional virtual and industry business learning opportunities. Additional general education requirements offer a variety of delivery choices, including daytime, evening, Saturday and online courses.

Work Environment

A fast-paced, demanding and rewarding career, hospitality and event management requires the ability to oversee multiple operations simultaneously, while orchestrating numerous deadlines and activities of several different groups of people.

Potential Job Titles

- Account Manager
- Banquet Services Manager
- Convention Services Manager
- Event Manager
- Front Office Manager
- Guest Services Manager
- Meeting Planner
- Member Services Representative
- Operations Manager
- Project Manager
- Sales Manager
- Trade Show Developer
- Wedding Planner

Salary Data

- Average Wage: \$23.31/hour
- Top Earners: \$29.15/hour

MEETING & EVENT MANAGEMENT - CERTIFICATE

SMGT1160	Fundamentals of Meeting, Conference, and Event Management	2
SMGT1161	Advanced Meeting, Conference, and Event Management	3
SMGT1162	Special Event Coordination and Management	3
SMGT1176	Hospitality Marketing and Promotion	3
SMGT1696	Hospitality Risk Management and Legal Issues	3
	Technical Elective*	3
Total Credits		17
TOTAL PROGRAM REQUIREMENTS		17

*Select one technical elective courses listed below.

TECHNICAL ELECTIVE COURSES

(Select a total of 3 credits from list)

SMGT1166	Event Design	3
SMGT1215	International Negotiation Strategies	3
SMGT1698	Global Hospitality Perspectives	3
SMGT1699	Internship and Capstone Project	3

LODGING OPERATIONS - CERTIFICATE

SMGT1022	Leadership	3
SMGT1176	Hospitality Marketing and Promotion	3
SMGT1660	Introduction to Hospitality and Tourism	2
SMGT1667	Lodging Operation and Organizational Application	3
SMGT1670	Lodging Systems and Technology	2
SMGT1675	Hotel Front Office Management	3
SMGT1685	Hospitality and Tourism Guest Services	2
SMGT1696	Hospitality Risk Management and Legal Issues	3
Total Credits		21
TOTAL PROGRAM REQUIREMENTS		21



DAKOTA COUNTY
TECHNICAL COLLEGE

2017-2018 CATALOG

Real Education. Real Results.