

BUSINESS & MANAGEMENT

MEETING & EVENT MANAGEMENT

Delivery: Evening and Online Classes

Start: Fall or Spring Semester, Full- or Part-Time

Outcomes

Meeting & Event Management A.A.S. Degree. 60 cr.

Meeting and Event Management Certificate. 16 cr.

Major Description

This program prepares students to enter the hospitality industry, the largest and fastest growing in the world. Coursework provides the knowledge and skill sets to offer premier services and guest satisfaction in meeting, conference and event management businesses, marketing and public relations firms, nonprofit and for-profit corporations, hotels, golf and country clubs, casinos, resorts, and other industry attractions.

Work Environment

A fast-paced and demanding career, meeting and event management requires the ability to oversee multiple operations simultaneously, face numerous deadlines, and orchestrate the activities of several different groups of people. Meeting and convention planners spend the majority of their time in offices, but frequently work on site at hotels, convention centers or other meeting locations.

Potential Job Titles

- Conference Organizer
- Event Manager
- Group Sales
- Housing Coordinator
- Meeting Planner
- Project Manager
- Special Event Coordinator
- Sponsor and Fund Developer
- Trade Show Manager
- Wedding Planner

Salary Data

- Average Wage: \$23.38/hour
- Top Earners: \$34.45/hour

MEETING & EVENT MANAGEMENT - A.A.S. DEGREE

SMGT1022	Leadership	3
SMGT1160	Fundamentals of Meeting, Conference & Event Management	2
SMGT1161	Advanced Meeting, Conference & Event Mgmt.	3
SMGT1162	Special Event Management & Coordination	3
SMGT1163	Event Promotion	3
SMGT1172	Project Management for Meetings & Events	3
SMGT1260	Managing Teams	3
SMGT1660	Introduction to Tourism and Hospitality	2
SMGT1666	Lodging Operations and Coordination	2
SMGT1675	Hotel Front Office Management	3
SMGT1680	Hospitality Space & Logistics Management	3
SMGT1685	Hospitality and Tourism Guest Services	2
SMGT1686	Hospitality Food & Beverage Management Fundamentals	2
SMGT1695	Hospitality Risk Management	2
	Technical Electives*	9
Total Credits		45

General Education

ENGL1150	Composition I	3
PHIL1200	Critical Thinking	3
SPEE1020	Interpersonal Communication	3
	General Education Elective (Goal 3 or 4)	3
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Total Credits		15

TOTAL PROGRAM REQUIREMENTS 60

* Select three technical elective courses listed below.

** Select General Education electives from any MnTC goal area.

TECHNICAL ELECTIVE COURSES

(Select a total of 9 credits from list)

SMGT1166	Event Design	3
SMGT1171	Strat. for Sales and Closing Success	3
SMGT1173	Life Celebrations	3
SMGT1174	Hospitality Law	3
SMGT1175	Sponsorship & Trade Show Management	3
SMGT1215	Negotiation Strategies	3

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
SMGT1163	Event Promotion	3
SMGT1695	Hospitality Risk Management	2
	Technical Elective*	3
Total Credits		16
TOTAL PROGRAM REQUIREMENTS		16

* Select one technical elective courses listed below.

TECHNICAL ELECTIVE COURSES

(Select a total of 3 credits from list)

SMGT1166	Event Design	3
SMGT1171	Strat. for Sales and Closing Success	3
SMGT1173	Life Celebrations	3
SMGT1174	Hospitality Law	3
SMGT1175	Sponsorship & Trade Show Management	3
SMGT1215	Negotiation Strategies	3



DAKOTA COUNTY
TECHNICAL COLLEGE

Real Education. Real Results.

2014-2015 CATALOG