ADVANCED MEETING, CONFERENCE, AND EVENT MANAGEMENT — SMGT 1161

A. Course Description
   ○ Credits: 3.00
   ○ Lecture Hours/Week: 3.00
   ○ Lab Hours/Week: 0.00
   ○ OJT Hours/Week: 0
   ○ Prerequisites:
     - SMGT 1160: Fundamentals of Meeting, Conference, and Event Management
   ○ Corequisites: None
   ○ MnTC Goals: None

Whether you are interested in the field of meeting planning or already an experienced meeting planner, this is the hands-on, dynamic course you have been looking for to hone your skills and learn new techniques. This course delivers tricks of the trade and new twists while refreshing time-tested practices. Students will learn to apply the Convention Industry Council meeting profile and accepted practices for request for proposals. Prerequisites: SMGT1160 or advisor approval.

B. Course Effective Dates: 8/21/06 – Present

C. Outline of Major Content Areas
   As noted on course syllabus

D. Learning Outcomes
   1. calculate space needs, recognizing attendee expectations and audio-visual considerations
   2. develop, distribute, analyze and report post-conference evaluations
   3. manage speakers
   4. maximize effective use of space
   5. select site and analyze space to meet the project needs
   6. shop for venues and vendors competitively

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment
   As noted on course syllabus
G. Special Information

None noted