A. Course Description
   - Credits: 3.00
   - Lecture Hours/Week: 3.00
   - Lab Hours/Week: 0.00
   - OJT Hours/Week: 0
   - Prerequisites: None
   - Corequisites: None
   - MnTC Goals: None

Students new to exhibit management or experienced professionals who want to brush up on their skills will find this course essential to their career. Through the extensive case studies students will learn how to manage exhibit operations from start to finish and become acquainted with marketing the trade show to exhibitors and attendees. Information and resources to manage essential trade show components such as site selection, floorplan layout, program planning, housing, registration and transportation will be explored. Prerequisites: None.

B. Course Effective Dates: 5/15/06 – Present

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

D. Learning Outcomes
   As noted on course syllabus

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

F. Learner Outcomes Assessment
   As noted on course syllabus

G. Special Information
   None noted