

Dakota County Technical College

SMGT 1160: Fundamentals of Meeting, Conference, and Event Management

A. COURSE DESCRIPTION

Credits: 2

Lecture Hours/Week: 2

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Learn strategies to develop meaningful, well-organized conferences, meeting and special events, perfect for meeting planners experienced with logistics who want to develop the principles and techniques that form the foundation of meeting and event programs. Individuals interested in a meeting planning career or just starting in the field will want to build their career on the fundamentals included in this curriculum.

Prerequisites: None.

B. COURSE EFFECTIVE DATES: 08/21/2006 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. conduct a needs analysis
2. create a program planning and event timeline
3. develop a conference budget that is responsible for the meeting planner's needs
4. develop a conference space schematic
5. develop meeting and event objectives to help ensure a successful end product
6. plan a program with cohesive flow and multiple concurrent sessions
7. recognize styles and principals of adult learning and presentational formats

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted