

Dakota County Technical College

SMGT 1161: Advanced Meeting, Conference, and Event Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

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: 08/21/2006 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted