

# 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