

Dakota County Technical College

SMGT 1162: Special Events Coordination and Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

SMGT 1161 - Advanced Meeting, Conference, and Event Management

Corequisites: None

MnTC Goals: None

Learn strategies to effectively procure, organize, implement and monitor the products and services that bring an event to life. This course focuses on event design basics, room set-up, event flow, entertainment, food and beverage options, and communication. Students will research and shop for a case study special event venue and design a boardroom presentation to present venue and theme recommendations to a boss or client; learn vendor selection techniques, and event specifications will be created and vendor/venue work orders reviewed. Get acquainted with music licensing, host liquor liability, the Americans with Disabilities Act (ADA), and preparation for a pre-convention briefing. Students will explore planner resources such as convention and visitor bureaus and destination management companies. Prerequisites: SMGT1161 or advisor approval.

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

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. design a successful event
2. develop an event theme and select entertainment, props, lighting, food and beverage to carry out the theme
3. investigate and specify traditional and non-traditional event venues
4. present their plans to the client in a comprehensive manner
5. utilize resources to enhance the attendee experience

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted