

# 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