

# Dakota County Technical College

## SMGT 1163: Event Promotion

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Promote your meetings, events, festivals, tradeshow and conventions with the skill of an experienced event marketer. This course combines marketing and public relations expertise to make your event a success! Curriculum includes a business simulation and integrates key business skills such as critical thinking, team dynamics and communication. Prerequisites: None.

**B. COURSE EFFECTIVE DATES:** 08/21/2006 - 01/31/2017

### C. OUTLINE OF MAJOR CONTENT AREAS

None

### D. LEARNING OUTCOMES (General)

None

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

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted