

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