

Dakota County Technical College

SMGT 1168: Trade Show Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Students new to exhibit management or experienced professionals who want to brush up on their skills will find this course essential to their career. Through the extensive case studies students will learn how to manage exhibit operations from start to finish and become acquainted with marketing the trade show to exhibitors and attendees. Information and resources to manage essential trade show components such as site selection, floorplan layout, program planning, housing, registration and transportation will be explored. Prerequisites: None.

B. COURSE EFFECTIVE DATES: 05/15/2006 - Present

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