

Dakota County Technical College

SMGT 1172: Project Management for Meetings and Events

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Experienced meeting planners know that project management is one of their most important skills. Traditional project managers pale at the multiplicity of projects that must be managed concurrently for even the smallest of meetings and events. It can seem like magic when the individual projects such as marketing, purchasing, registration, production, sales, housing, etc. operate independently and ultimately come together in the fusion that is a successful meeting or event. That magic is a skill which makes meeting planning a professional celebrated globally and employed by virtually every business model. This course concentrates on the intricacies of the individual projects and their synthesis into the final product - a successful meeting or event. Success doesn't just happen. And, it is not magic. It is the skill of the professional meeting planner. Students in this course practice their skills interactively using case studies and real-life scenarios.

B. COURSE EFFECTIVE DATES: 09/30/2010 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. explore methods of individual project benchmarking and review to maximize success
2. integrate individual projects to enhance synchronicity while ensuring the ability to analyze outcomes through development and at conclusion
3. practice developing systems to manage multiple meetings and events with multiple projects in each
4. practice implementing projects that will run independent of each other
5. study the diversity of projects that may be incorporated into a meeting or event

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted