



# Event Management

**ASSOCIATE DEGREE**

Program Code: 10-109-6

## Downtown Milwaukee Campus

Build a dynamic career in event management, meeting planning, special event marketing, corporate and convention sales, or hotel marketing.

### Career Outlook

Festivals and events are among the fastest-growing segments of the hospitality/tourism industry; in addition, many associations and corporations hire people to plan and conduct meetings.

### Program Learning Outcomes

- Apply project management strategies to a meeting or event
- Manage financial resources
- Design a meeting or event
- Promote a meeting or event
- Manage risk-management plan

### Admission Requirements

- A high school diploma or GED
- Typing proficiency of 30 words per minute or concurrent enrollment in OFTECH-103 Keyboard and Keypad



[matc.edu/academic\\_programs/pathways](http://matc.edu/academic_programs/pathways)

You can earn the Special Event Management technical diploma on your way to completing this associate degree.



## TECHNICAL STUDIES

## Credits

(1) <b>COMPSW-106</b>	Introduction to MS Office ^.....	3
(1) <b>HOTEL-105</b>	Hospitality Marketing and Sales Revenue Strategy ^.....	3
(1) <b>MEET-151</b>	Introduction to Hospitality and Tourism ^.....	3
(1) <b>CULMGT-140</b>	Food and Beverage Operations ^.....	3
(2) <b>CULMGT-117</b>	Hospitality Law and Liability ^.....	3
(2) <b>HOTEL-122</b>	Basic Hospitality Accounting ^.....	3
(2) <b>MEET-181</b>	Exposition and Special Event Management ‡ ^.....	3
(2) <b>HOTEL-127</b>	Catering, Weddings, Convention Sales and Contracts ^.....	3
(2) <b>MEET-180</b>	Registration and Housing Logistics ‡ ^.....	3
(3) <b>MKTG-118</b>	Social Media Marketing.....	3
(3) <b>HOTEL-124</b>	Managerial Accounting for the Hospitality Industry.....	3
(3) <b>HOTEL-133</b>	Supervision in the Hospitality Industry.....	3
(4) <b>MEET-184</b>	Negotiation/Risk Management ‡.....	3
(4) <b>HOTEL-130</b>	Internship for Hotel/Meeting Management ‡.....	1
(4) <b>MEET-178</b>	Meeting and Convention Planning ‡.....	3

## GENERAL STUDIES

<b>ECON-195</b>	Economics.....	3
	(or) Any 200-series ECON course	
<b>ENG-151</b>	Communication Skills 1 ‡ ^.....	3
(& <b>ENG-152</b> )	Communication Skills 2 ‡ ^.....	3
	(or) ENG-201‡ and any 200-series ENG or SPEECH course	
<b>MATH-123</b>	Math With Business Applications ‡ ^.....	3
	(or) Any 200-series MATH course	
<b>NATSCI-149</b>	Introduction to Geographic Information Systems.....	3
	(or) Any 200-series NATSCI course	
<b>PSYCH-199</b>	Psychology of Human Relations.....	3
	(or) Any 200-series PSYCH course	
<b>SOCSCI-197</b>	Contemporary American Society.....	3
	(or) Any 200-series SOCSCI or HIST course	
<b>ELECTIVES</b>	(Three credits needed).....	3

**TOTAL CREDITS: 67**

( ) Semester order for full-time students.

‡ Prerequisite required.

^ Counts toward earning the Special Event Management technical diploma.

Program curriculum requirements are subject to change. This Associate in Applied Science program will transfer to one or more four-year institutions.

**For complete information, go to [matc.edu/business](http://matc.edu/business)**

To apply for financial aid, visit [fafsa.gov](http://fafsa.gov)  
School Code: 003866

## Possible Careers

- Food and Beverage Catering Manager
- Meeting Planner
- Special Event Coordinator
- Resort Sales
- Convention Services Manager
- Corporate Travel Manager
- Festival Event Manager
- Destination Wedding Planner
- Activity Director
- Recreation Director

(For full description, see [matc.edu](http://matc.edu).)

## Related Programs

- Special Event Management
- Business Management
- Hotel/Hospitality Management
- Marketing

**Current MATC students should consult their Academic Program Plan for specific curriculum requirements.**



**matc.edu or 414-297-MATC**  
Wisconsin Relay System 711

**Downtown Milwaukee Campus**  
700 West State Street

**Mequon Campus**  
5555 West Highland Road

**Oak Creek Campus**  
6665 South Howell Avenue

**West Allis Campus**  
1200 South 71st Street

**MATC Education Center at Walker's Square**  
816 West National Avenue, Milwaukee