

EVENT MANAGEMENT

Certificate of Achievement

Career/Technical (Major Code: B2996)

Prepares students for careers in the events industry within social, corporate, and convention settings. Students will gain skills in planning, operations management, and marketing.

Program Student Learning Outcome

- Student will create a business event and plan the implementation schedule.

Code	Title	Units
Program Requirements		
HTM 150	INTRODUCTION TO HOSPITALITY AND TOURISM MANAGEMENT	3
EVNT 154	INTRODUCTION TO EVENT AND CONVENTION PLANNING	3
EVNT 155	EVENT MARKETING	3
EVNT 157	CORPORATE EVENT PROJECT MANAGEMENT	3
HTM 156	FOOD AND BEVERAGE BUSINESS MANAGEMENT	3
Total Units		15