1

EVENT AND CONVENTION MANAGEMENT

Associate in Science

Career/Technical (Major Code: A2994)

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 complete a series of activities allowing them to research, plan, and analyze the success of a business event.

| 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 |
| BUS 212 | BUSINESS COMMUNICATION | 3 |
| BUS 290 | WORK EXPERIENCE IN BUSINESS I | 2-4 |
| Select one of the following: | | |
| LDR 150 | LEADERSHIP AND SUPERVISION | 3 |
| or BUS 152 | HUMAN RELATIONS IN ORGANIZATIONS | |
| or HTM 151 | HOTEL AND LODGING MANAGEMENT | |
| Total Units | | 23-25 |

To earn an associate degree, additional general education and graduation requirements (http://catalog.swccd.edu/certificates-certifications-degrees-csuuc-requirements/) must be completed.