

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 |