

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.