

EVENT MANAGEMENT (EMGT)

EMGT 320 Special Events Management 3 Credit Hour(s)

Resident Prerequisite: HMGT 200 or SMGT 200 or FACS 202

Online Prerequisite: SMGT 302

This course will review the principles of special event management including the process of planning special events, marketing events, contract management, legal/ethical issues, and the coordinator of human, financial, and physical resources.

Offered: Resident and Online

EMGT 420 Conference and Meeting Management 3 Credit Hour(s)

Resident Prerequisite: HMGT 200 or SMGT 200 or FACS 202

Online Prerequisite: SMGT 302

This course will provide an overview of the theories and practices in the management of meetings, conventions, and expositions. This will include the functions of meeting planning, sales, and the execution of the event, economic impacts, and connections to the hospitality industry.

Offered: Resident and Online