HSPM 1110: Event Management and Planning

A. COURSE DESCRIPTION
   Credits: 3
   Lecture Hours/Week: 30
   Lab Hours/Week: *
   OJT Hours/Week: *
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None

   Develop substantial, well-organized conferences, meeting and special events. Whether you are interested
   in the field of meeting planning or already an experienced meeting planner, this is the hands-on, dynamic
   course you have been looking for to hone your skills and learn new techniques. This course delivers tricks
   of the trade and new twists while refreshing time-tested practices. Students will learn to apply the
   Convention Industry Council meeting profile and accepted practices for request for proposals. (Prerequisites: none) (3 credits: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 04/02/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)
   1. Calculate space needs, recognizing attendee expectations and audio-visual considerations
   2. Develop, distribute, analyze and report post-conference evaluations
   3. Manage speakers
   4. Maximize effective use of space
   5. Select site and analyze space to meet the project needs
   6. Shop for venues and vendors competitively

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted