

HSTM 245C : Event, Meeting, and Convention Planning

Gives students the experience in developing an event, meeting, and/or conference program. Students will go through the step-by-step process of pre-planning, budget/agenda preparation, and marketing the event. Other topics include sales, negotiations, and contracts. Students will complete a portfolio to include an agenda, floor plan, budget, and brochure.

Credits 3

Lab/Practicum/Clinical Hours 0

Lecture Hours 3

Prerequisite Courses

HSTM 101C

HSTM 110C

Learning Outcomes

- Understand the scope and magnitude of the MEEC industry.
- Know the various knowledge, skills, and abilities that are necessary to be a successful event professional.
- Know the tasks and activities involved in producing a meeting or event.
- Be familiar with the issues involved in producing a meeting or event.