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Academic Year: 2020-2021

Event Management Associate Degree

Program Code 101096

Event management is a fast paced, challenging and rewarding profession. Employment is across industry sectors, such as manufacturing, non-profit, hospitality, information technology, healthcare, retail, or government. Students learn invaluable skills in planning successful meetings and events, marketing through social media, contracts, negotiation, project management, partnership development, fundraising and so much more! As a graduate of the Event Management program you will be prepared for employment as a meeting and travel planner, event manager, sporting event manager, wedding planner, meeting services manager, event marketing coordinator, festival event manager, fundraising coordinator, conference and tradeshow planner, and catering coordinator.

Locations

Offered at the Green Bay campus.
For information: (920) 498-5444.
Toll-free: (888) 385-6982.

This program is fully eligible for financial aid.

Follow Your Path

All credits from the following certificate(s) apply toward this associate degree:
. Customer Service, 901049



Requirements for Program Entry

- Completed application.
- High school transcript or equivalent. For a list of equivalents, go to www.nwtc.edu/gettingstarted.
- To be admitted to this program, learners must achieve a prior cumulative high school or college grade point average of 2.6 or higher OR a satisfactory academic skills assessment score. College grade point average must be based on 15 credits or more. To learn more about starting this program, please contact an academic advisor at (920) 498-5444 or (888) 385-6982.

Course Descriptions

10-890-101 COLLEGE 101 ...Students will utilize digital tools and resources to assess, explore, practice, apply, and evaluate both employability and learning skills. By establishing NWTC cultural values as hallmarks of success in academic, career, and personal settings the course encourages reflective, personalized development of a growth mindset and emphasizes the importance of

CURRICULUM

Students following the study plan below will complete the Event Management associate degree in the number of semesters shown.

FIRST SEMESTER

10-890-101 College 101	1
10-102-158 Business Principles	3
10-104-110 Marketing Principles	3
10-801-136 English Composition 1	3
10-104-124 Marketing Presentations	1
10-104-101 Selling Principles	3
10-103-131 Micro: Excel-Intro	1
10-105-101 Career Planning	1
SEMESTER TOTAL	16

SECOND SEMESTER

10-104-191 Customer Service	3
10-182-111 Lean Operations	1
10-196-188 Project Mgmt Fundamentals	3
10-109-139 Exposition and Conventions	2
10-104-119 Social Media Marketing	3
10-804-134 Mathematical Reasoning	3
SEMESTER TOTAL	15

THIRD SEMESTER

10-101-184 Business Finance/Budgeting	3
10-106-162 Meeting/Event Management Fund	3
10-109-137 Event Registration & Housing	2
10-801-196 Oral/Interpersonal Comm	3
10-196-164 Supervisors-Personal Skills	3
10-105-103 Career Preparation	1
SEMESTER TOTAL	15

FOURTH SEMESTER

10-182-131 Negotiations	3
10-104-125 Event Marketing	3
10-109-199 Hospitality Career Experience	2
10-809-172 Intro to Diversity Studies	3
10-809-198 Intro to Psychology	3
10-104-169 Prof Sales: Long Term Partner	1
SEMESTER TOTAL	15

TOTAL CREDITS

61

Curriculum Note

. The credit for 10-890-101, College 101 is an Institutional Requirement for graduation. Consequently, it is not part of the program requirements, but must be passed with a C or better.

making wise choices. To maximize the return on investment, students should take this course in their first semester as it identifies key expectations (hidden rules) of higher learning and professional employment.

10-102-158 BUSINESS PRINCIPLES ...economics and business; global business; ethics and social responsibility; types of business ownership; entrepreneurship; role of management: operations management; human resources; marketing; managing financial resources and legal issues impacting business.

10-104-110 MARKETING PRINCIPLES ...marketing management, market segmentation, market research, consumer behavior, product decisions and management of distribution, pricing, promotional decisions for strategy planning.

10-801-136 ENGLISH COMPOSITION 1 ...learners develop knowledge/skills in planning, organizing, writing, editing. Students will also analyze audience/purpose, use elements of research, format documents using standard guidelines, and develop critical reading skills. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 75; OR ACT Rdg score greater/equal to 16 AND Eng greater/equal to 18; OR preparatory courses-contact academic advisor at 920-498-5444)

10-104-124 MARKETING PRESENTATIONS ...learn how to create and deliver presentations that meet established objectives; and utilize current technology to enhance communications.

10-104-101 SELLING PRINCIPLES ...selling as a career; success factors in selling; personality development; product knowledge; and the sales process involving preparation, approach, presentation-demonstration, handling objections, and closing the sale successfully.

10-103-131 MICRO: EXCEL-INTRODUCTION ...creating a worksheet, enhancing worksheet appearance, moving and copying data, using formulas and functions, creating charts and using clip art. Windows experience improves success; consider 10-103-111, Windows/Computer Basics.

10-105-101 CAREER PLANNING ...experiential learning introduction. Learn how personal branding allows candidates to differentiate themselves from the competition through appearance, personality, and marketing competency. Career portfolio introduced. (Corequisite: 10-890-101, College 101)

10-104-191 CUSTOMER SERVICE ...examine customer service culture, develop communication and listening skills, explore diversity in the workplace, develop skills for handling challenging customers, and explore the impact of technology on customer service and engagement.

10-182-111 LEAN OPERATIONS ...develop knowledge skills, process of lean operations management/JIT, quality management, quality control, continuous improvement methodologies, statistical process control chart interpretation, material handling and production logistics.

10-196-188 PROJECT MANAGEMENT FUNDAMENTALS ...the role of project management, developing a project proposal, demonstration of relevant software, working with project teams, sequencing tasks, charting progress, dealing with variations, budgets and resources, implementation, and assessment.

10-109-139 EXPOSITION AND CONVENTIONS ...determine budgets, return on investment, sponsorships, facility selections, exhibit layouts, convention services, promotional materials, public relations, risk assessments and post-show evaluations.

10-104-119 SOCIAL MEDIA MARKETING ...cover the current state of social media and provide perspective on trends moving forward. Learn about the opportunities social media provides, what interactions mean for a business, and how communication has changed. A strategic plan will be developed to understand the needs of a social media marketing campaign through research, discovery, and thoughtful content creation.

10-804-134 MATHEMATICAL REASONING ...This course provides an alternative pathway to earning credit for a college level liberal arts mathematics course. All college students, regardless of their college major, need to be able to make reasonable decisions about fiscal, environmental, and health issues that require quantitative reasoning skills. An activity based approach is used to explore numerical relationships, graphs, proportional relationships, algebraic reasoning, and problem solving using linear, exponential and other mathematical models. Students will develop conceptual and procedural tools that support the use of key mathematical concepts in a variety of contexts. This course is not designed for Science, Technology, Engineering, or Math (STEM) students and/or others who require calculus. (Prerequisite: Accuplacer Arithmetic score greater/equal to 65 AND Reading score greater/equal to 50; OR ACT Math score greater/equal to 15 AND ACT Reading score greater/equal to 15; OR prep courses-contact an academic advisor 920-498-5444)

10-101-184 BUSINESS FINANCE/BUDGETING ...fiscal and monetary aspects of business. Each learner will demonstrate application of business types, cycles, forecasting, budgeting, expense control, and financial statement interpretation relevant to the supervisor as a non-accountant. (Prerequisite: 10-804-134, Mathematical Reasoning)

10-106-162 MEETING AND EVENT MANAGEMENT FUNDAMENTALS...Plan successful meetings and events utilizing planning tools, expense management, contracts, vendors, and travel while communicating effectively with all stakeholders. (Prerequisite: 10-106-127, Administrative Business Procedures)

10-109-137 EVENT REGISTRATION & HOUSING ...explore event management best practices, registration technology, budget management, vendor contracts, lodging requirements, special accommodation planning, housing logistics, safety, security, and event transportation.

10-801-196 ORAL/INTERPERSONAL COMMUNICATION ...the communication process, perception and self-concept, language, listening, nonverbal communication, interpersonal relationships, communication in groups and public communication; prepare and deliver an oral presentation. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills score greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English score greater/equal to 16; OR preparatory course-contact an academic advisor at 920-498-5444)

10-196-164 SUPERVISORS-PERSONAL SKILLS ...time management and personal planning, emotional intelligence, effective communication, assertiveness and stress management related to the challenges of a supervisor.

10-105-103 CAREER PREPARATION ...create professional resume and cover letter, prepare for interviews, understand interviewing techniques, participate in a mock interview. (Prerequisites: 10-105-101, Career Planning; 10-801-136, English Composition 1)

10-182-131 NEGOTIATIONS ...techniques and skills used in bargaining to maximize a company's profits and competitiveness for both domestic and global concessions. Appropriate for learners in any College of Business program as well as for non-program students.

10-104-125 EVENT MARKETING...planning, promotion execution, and evaluation of special events (entertainment, industry, meeting/convention). Students will work toward the actual staging of an event (will require time outside of the classroom setting).

10-109-199 HOSPITALITY CAREER EXPERIENCE ...students can select any hands on experience related to: Internship, Field Research, Service Learning, Capstone, Industry Related or International Experience. Instructor approval required. (Prerequisite: 10-105-103, Career Preparation)

10-809-172 INTRO TO DIVERSITY STUDIES...basic American values of justice and equality by teaching vocabulary, history of immigration/conquest, transcultural communication, legal liability, multicultural majority/minority relations, ageism, sexism, gender, sexual orientation, the disabled/ADA. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English greater/equal to 15; OR 10-831-107, College Reading and Writing with a B or better)

10-809-198 INTRODUCTION TO PSYCHOLOGY ...survey of theoretical foundations of human behavior such as sensation and perception, motivation, emotions, learning, personality, psychological disorders, therapy, stress, and human diversity in personal, social and vocational settings. (Prerequisite: Cumulative GPA of 2.6 or greater OR satisfactory reading and writing assessment scores OR 10-831-107, College Reading and Writing 1 with "B" or better OR Corequisite: 10-831-102, English Comp Prep)

10-104-169 PROFESSIONAL SALES: BUILDING LONG-TERM PARTNERSHIPS ...utilize post-sale service efforts and communication skills to build long-lasting customer relationships.