# **MONTGOMERY** COLLEGE

# **EVENT MANAGEMENT**

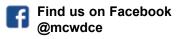
# Workforce Development and Continuing Education | Summer 2023







## Follow us on TWITTER @ MC\_Hospitality



TWA-Tuition waiver applies; Seniors pay fee only NMR-Non Maryland Resident Fee M-Monday W-Wednesday

## **Event Marketing**

Learn about market segmentation, analysis, strategy, and advertising tools. Examine how to promote events and how to use these events to promote products, services, and causes. TWA

Course: HOS047 12 Hours

\$105 + \$120 fee = \$225; NMR add \$140

Online: Structured Remote

CRN#: 10792 4 Sessions M W

7/10-7/19 6-9 p.m.

### Going Virtual: Hybrid and Online Events

Get acquainted with major trends, methodologies, and practices that have been adapted to facilitate and execute successful online events. TWA

Course: HOS064 12 Hours

\$105 + \$120 fee = \$225; NMR add \$140

Online: Structured Remote

CRN#: 10794 4 Sessions MW

8/7-8/16 6-9 p.m.

#### **Introduction to Event Management**

Learn major trends and successful practices used by professionals in the event management field. Learn the eventdevelopment process, fundamentals of planning, evaluation, risk management, and more. TWA

Course: HOS034 12 Hours

\$105 + \$120 fee = \$225: NMR add \$140

Online: Structured Remote

CRN#: 40721 4 Sessions M W

6/5-6/14 6-9 p.m.

