



Event Management

Project yourself into the event economy through establishing your own business or becoming a sought after professional by industry employers. The Event Management Certificate Program offers the foundation for a successful career in the field of event management.

The program requires completion of the four Core Courses plus one elective. In addition, a project internship must be completed. Montgomery College will designate the official project; substitutions are acceptable upon faculty approval. The internship should require no more than 40 hours, not including event participation.

Core Classes

Introduction to Event Management

Discover major trends, methodologies, and successful practices used by professionals in the field. Learn the event-development process, fundamentals of planning, evaluation, risk management, and more. Tuition waiver applies; seniors pay fee only.

Course: HOS034 12 Hours 4 Sessions
\$100 + \$90 fee = \$190; Non-Md. residents add \$120
Rockville Campus
CRN#: 25542 9/15–9/24 T,R 6:30–9:30 p.m.

Event Marketing

Learn about market segmentation, market analysis, strategy, and advertising tools. Examine how to promote events and how to use these events to promote products, services, and causes. Tuition waiver applies; seniors pay fee only.

Course: HOS031 9 Hours 3 Sessions
\$100 + \$80 fee = \$180; Non-Md. residents add \$120
Rockville Campus
CRN#: 25540 10/27–11/3 T,R 6:30–9:30 p.m.

Event Operation

Identify the steps and familiarize yourself with the process of event production. Acquire the successful concepts employed to produce content for live experience. Tuition waiver applies; seniors pay fee only.

Course: HOS030 12 Hours 4 Sessions
\$100 + \$90 fee = \$190; Non-Md. residents add \$120
Rockville Campus
CRN#: 25539 10/6–10/15 T,R 6:30–9:30 p.m.

Case Study in Event Management Forum

Explore the nuances of planning and executing an event through your participation in the case study method. Evaluate the risks associated with the case event and incorporate troubleshooting strategies and contingency plans. *Prerequisite: You should have basic knowledge of the event development and budgeting process, market segmentation, and promotion tools.* Tuition waiver applies; seniors pay fee only.

Course: HOS032 6 Hours 2 Sessions
\$80 + \$60 fee = \$140; Non-Md. residents add \$120
Rockville Campus
CRN#: 25541 11/17–11/19 T,R 6:30–9:30 p.m.

Electives

Accounting for Event Management

Implement proper accounting controls and principles to account for project costs and income transactions, produce budget analysis tracking reports, and reconcile bank accounts. *Prerequisite: Prior knowledge of fundamentals of the planning process and knowledge of budgeting concepts is required along with a basic understanding of the event management operations process.* Tuition waiver applies; seniors pay fee only.

Course: HOS043 12 Hours 5 Sessions
\$100 + \$80 fee = \$180; Non-Md. residents add \$120
Rockville Campus
CRN#: 25549 11/23–12/7 M,W 6:30–9:30 p.m.

How to Open an Event Management Business

Acquire knowledge of the start-up process, including self-assessment, market volatility, and enterprise development. Relate competitive analysis, economic factors, and political ramifications to your enterprise aspirations. Position yourself to strategize, initiate, or expand your event management business. Tuition waiver applies; seniors pay fee only.

Course: HOS041 6 Hours 2 Sessions
\$50 + \$40 fee = \$90; Non-Md. residents add \$50
Rockville Campus
CRN#: 25545 10/12–10/14 M,W 6:30–9:30 p.m.

How to Gain Employment in Event Management

Familiarize yourself with techniques and practice that prepare you to interview successfully. Refine your abilities to search, identify, and qualify employment opportunities in the event industry. Equip yourself with strong assets in order to distinguish yourself in the job market. Tuition waiver applies; seniors pay fee only.

Course: HOS040 6 Hours 2 Sessions
\$50 + \$40 fee = \$90; Non-Md. residents add \$50
Rockville Campus
CRN#: 25547 11/9–11/11 M,W 6:30–9:30 p.m.

For more information please visit:

www.montgomerycollege.edu/wdce/bits/hospitality.html
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e-mail liliana.arango@montgomerycollege.edu