

MEETING, CONFERENCE, AND EVENT PLANNING LETTER OF RECOGNITION: 815

Total Credits: 9

Catalog Edition: 2019-2020

Program Description

(R): 815

This sequence of three courses is designed for persons who wish to develop skills in meeting and event planning. To complete each course in this sequence, students need to demonstrate skills in the following areas: market research, advertising, accounting, food and beverage cost controls, meeting and event planning, and time management. A grade of C or better is required in each course in the sequence.

Program Outcomes

Upon completion of this program a student will be able to:

- Appreciate the complexity of the hospitality industry as a whole.
- Explain general management theory as it applies to the hospitality industry and demonstrate skills in key aspects of meeting, conference, and event planning: market research, advertising, accounting, food and beverage cost controls, and time management.
- Demonstrate an ability to work effectively as a member of a team, provide exemplary customer service, and perform responsibilities in an ethical manner.
- Be sensitive to the importance of diversity in the hospitality industry.

2019-2020

Program Advising Guide

An Academic Reference Tool for Students

815

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Program Requirements

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- HMG208 - Food and Beverage Cost Controls *3 semester hours*
- HMG240 - Lodging and Food Service Sales and Advertising *3 semester hours*
- HMG250 - Meeting, Conference, and Event Planning *3 semester hours*

Total Credit Hours: 9

Upon successful completion of this course of study, and application to the Admissions and Records Office, the letter of recognition in meeting, conference, and event planning will be issued by the chief enrollment services and financial aid officer.