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 M W
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 event-development 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.

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

For more information, email
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