

# MONTGOMERY COLLEGE

# EVENT MANAGEMENT

Workforce Development and Continuing Education | Fall 2021

All Fall Event Management courses are being offered in Online: Structured Remote format

**Courses MUST be taken in the following sequence:**

### Core Courses

1. Introduction to Event Management (HOS034)
2. Event Operation (HOS030)
3. Event Marketing (HOS047)
4. Case Study in Event Management Forum (HOS044)

**Elective Courses** (Only one required)

Going Virtual: Hybrid and Online Event (HOS064)

### Case Study in Event Management Forum

Explore the nuances of executing an event through participation in the case study method. Evaluate risks, incorporate strategies and anticipate contingencies for an event. *Prerequisites: Intro to Event Mgmt. (HOS034), Event Operation (HOS030), and Event Marketing (HOS047).* TWA

Course: HOS044 9 Hours

\$72 + \$100 fee = \$172; NMR add \$120

Online: Structured Remote

CRN#: 24731 3 Sessions M W 11/8-11/15 6-9 p.m.

### Event Management Business Prep

Learn how to open an Event Management business. Learn the start-up process, relate competitive analysis, economic factors, and political ramifications to your enterprise aspirations. TWA

Course: HOS060 9 Hours

\$72 + \$100 fee = \$172; NMR add \$120

Online: Structured Remote

CRN#: 24735 3 Sessions M W 11/22-11/29 6-9 p.m.

### 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

\$110 + \$120 fee = \$230; NMR add \$140

Online: Structured Remote

CRN#: 24732 4 Sessions M W 10/11-10/20 6-9 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. TWA

Course: HOS030 12 Hours

\$110 + \$120 fee = \$230; NMR add \$140

Online: Structured Remote

CRN#: 24729 4 Sessions M W 9/27-10/6 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. Various modifications that can be made to online events are learned and used as tools in team projects presented by students. TWA

Course: HOS064 12 Hours

\$110 + \$120 fee = \$230; NMR add \$140

Online: Structured Remote

CRN#: 24736 4 Sessions M W 10/25-11/3 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


\$110 + \$120 fee = \$230; NMR add \$140


Online: Structured Remote

CRN#: 24730 4 Sessions M W  
9/13-9/22 6-9 p.m.

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TWA Tuition waiver applies; Seniors pay fee only  
NMR Non Maryland Resident Fee

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