

Promotions & Event Management Certificate

Revised

Certificate Number 90-104-7

Description:

The Promotions & Event Management Certificate is designed for people who plan, promote, and service meetings, conferences, conventions, entertainment, and other special events. Learners who complete this certificate may become consultants or obtain employment as meeting planners, marketing specialists, sales personnel, convention service managers and event coordinators in lodging and food service operations, casinos, visitor and convention bureaus, a Chamber of Commerce, and nonprofit organizations.

Certificate Completers Will be Able to:

- Conduct a conference or special event.
- Design a promotion plan.
- Implement promotional strategies.

Curriculum

CATALOG #	DESCRIPTION	CREDITS
10-104-191 <i>Offered in: Fall 2008</i>	Customer Service Mgmt... develop professional telephone etiquette, explore customer service work environments, identify and analyze customer service failures, resolve problems cost effectively, set complaint policies, and develop communication techniques to handle complaining customers.	3
10-104-125 <i>Offered in: Spring 2009</i>	Event Marketing... planning, promotion execution, and evaluation of special events (entertainment, industry, meeting/convention). Students will work toward the actual staging of an event (will require time outside of the classroom setting).	3
10-102-150 <i>Offered in: Fall 2008</i>	Law-Business... common law contracts and sales contracts: formation, interpretation, performance, and discharge; the law of agency; corporations; and introduction to the American legal system: criminal and tort law, and global business issues.	3
OR		
10-104-176 <i>Offered in: Fall 2008</i>	Consumer Behavior-Mktg... common law contracts and sales contracts: formation, interpretation, performance, and discharge; the law of agency; corporations; and introduction to the American legal system: criminal and tort law, and global business issues.	3
10-104-107 <i>Offered in: Spring 2009</i>	Marketing Comm-Integrated... creating, coordinating and integrating advertising, public relations and marketing activities for a specific customer or audience. A campaign will be developed and presented.	3
10-104-110 <i>Offered in: Fall 2008</i>	Marketing Principles... marketing management, market segmentation, market research, consumer behavior, product decisions and management of distribution, pricing, promotional decisions for strategy planning.	3
10-104-101 <i>Offered in: Spring 2009</i>	Selling Principles... selling as a career; success factors in selling; personality development; product knowledge; and the sales process involving preparation, approach, presentation-demonstration, handling objections, and closing the sale successfully.	3
<i>Certificate Total</i>		18

For more information, please contact: The Business and Information Technology Division, (920) 498-5435, or (800) 422-NWTC, extension 5435, or contact Donna Meves, Flexible Learning Manager, (920) 498-6872 or (920) 498-5431, donna.meves@nwtc.edu.