

# MONTGOMERY COLLEGE

# EVENT MANAGEMENT

Workforce Development and Continuing Education | Summer 2023



## 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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