

# Event Coordinator Certificate Program SES1

Updated: 11/09/17  
Effective Term: 201812

## Curriculum

### Program-Specific Core – Total of 9 Hours

- HRTM 1150 *Event Planning* (3)
- HRTM 1201 *Hospitality Marketing* (3)
- HRTM 1210 *Hospitality Law* (3)

**Total: 9 Hours**

Program Offered Through Partnership with



## Program Description

The Event Coordinator certificate program prepares students for employment in a variety of positions in today's Hotel/Restaurant/Tourism fields. The Event Coordinator certificate provides learning opportunities which introduce, develop, and reinforce academic and occupational knowledge, skills, and attitudes required for job acquisition, retention, and advancement. Additionally, the program provides opportunities to upgrade present knowledge and skills or to retrain in the area of Hotel/Restaurant/Tourism events.

## Admissions Requirements

- ACCUPLACER Testing

## Beyond Dual Enrollment

The Event Coordinator certificate falls under the Hotel/Restaurant/Tourism Management degree and diploma programs that are scheduled to launch on the Oakwood and Barrow campuses of Lanier Technical College in Fall 2018.

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## **Course Descriptions**

### **HRTM 1150 – Event Planning**

(3 credit/3 contact hours)

This course introduces students to event planning requirements. Topics include fundamentals of event planning; selecting event dates and venues; developing agendas, time lines, budgets, and contracts; marketing events; and facilitating events.

### **HRTM 1201 – Hospitality Marketing**

(3 credit/3 contact hours)

Introduces students to marketing techniques associated with hotel/restaurant/tourism fields with emphasis on identifying and satisfying needs of customers. Topics include: marketing introduction, research and analysis, marketing strategies, marketing plans, social media marketing, branding, positioning, sales, and advertising. Because of the constant change in marketing strategies in the hospitality industry, this course will also focus on new marketing techniques that are being used in the hospitality industry.

### **HRTM 1210 – Hospitality Law**

(3 credit/3 contact hours)

Introduces the student to local, state, federal, and international laws which govern the hospitality industry. Emphasis is placed on creating a workplace where compliance with the law, adherence to ethical standards, and stressing security and loss prevention are the basis for every decision. Topics include civil law, the structure of hospitality enterprises, government agencies that impact the hospitality industry, preventative legal management, contracts, employee selection and management, duties and obligations to employees and guests, and crisis management.