ACADEMIC CATALOG
2026-2027



MIDWAY
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Midway University

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Course

TEM 632 - Event Management and the Bourbon Experience

Professional event management is one to the fastest growing categories of job opportunity within the hospitality sector. This course is designed to prepare students to understand the current science, strategy and philosophy of event management and how value is created for clients, hosts, guests, vendor and everyone else participating in an event or a stream of interrelated events.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0
Lab hours: 0.0

Last updated: 02/18/2026

Midway University
512 E. Stephens Street, Midway, KY 40347
1.800.952.4122