



DUAL ENROLLMENT ACADEMY

FOR HIGH SCHOOL SENIORS



2026-27
ACADEMIC YEAR

EVENT/HOSPITALITY MANAGEMENT

Downtown Milwaukee Campus

Learn the skills to provide a pleasant experience for guests traveling for vacation or business, and to ensure that the lodging or meeting establishment is run efficiently.

About

Dual Enrollment Academy (DEA) participants receive college-level training to begin careers in high-demand fields. Throughout their senior year, DEA students earn high school and college credits while spending the majority of their school day at MATC. The DEA is designed for students attending high schools within MATC's district.

HOSPITALITY MANAGEMENT

SEMESTER 1	MATC COURSES		CREDITS
	MEET-151	Introduction to Hospitality/Tourism	3
	HOTEL-135	Hospitality Professional Service and Development	3
	HOTEL-110	Front Office Procedures and Management	3
	HOTEL-122	Basic Hospitality Accounting	3
	ENG-196	Written Communication	3

SEMESTER 2	MATC COURSES		CREDITS
	HOTEL-127	Fundamentals of Meetings and Fundamentals	3
	HOTEL-105	Hospitality Marketing, Sales and Revenue Strategy	3
	HOTEL-112	Front Office Computerized Procedures	3
	HOTEL-150	Housekeeping Operations	2
	ENG-196	Oral/Interpersonal Communication	3

TOTAL PROGRAM CREDITS

29

EVENT MANAGEMENT TRACK

SEMESTER 1	MATC COURSES		CREDITS
	MEET-151	Introduction to Hospitality/Tourism	3
	HOTEL-135	Hospitality Professional Service and Development	3
	HOTEL-122	Basic Hospitality Accounting	3
	ENG-195	Written Communication	3

SEMESTER 2	MATC COURSES		CREDITS
	HOTEL-127	Fundamentals of Meetings and Special Events	3
	HOTEL-105	Hospitality Marketing, Sales and Revenue Strategy	3
	MEET-181	Exposition and Special Events	3
	MEET-116	Fundamentals of Green Meetings	2
	ENG-196	Oral/Interpersonal Communication	3

TOTAL PROGRAM CREDITS

26

All classes are held at MATC's Downtown Milwaukee Campus.
Classes may change from face-to-face to virtual, hybrid and/or online. Program curriculum requirements are subject to change.



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Student Eligibility Requirements

- Be a 2026-27 high school senior
- Have a counselor recommendation
- Have a high school GPA of 2.0 or higher
- Be in good academic standing and on track to graduate from high school
- Have 90% attendance record in high school (exceptions made for illness)

Student Benefits

- High school seniors earn college credits and high school credits
- Students may earn an industry-recognized credential upon program completion
- Students attain an introduction to the college experience
- MATC offers virtual learning and hands-on experiences, and students benefit from their instructors' professional industry experience
- Credits earned through DEA can be applied to MATC programs in the future, which shortens the time and reduces the cost to complete a technical diploma or associate degree

Cost

Please contact your high school for parameters on tuition and books.

Tuition Event Management: \$4,670.87*
Books: \$411.35*

Tuition Hospitality Management: \$5,471.50*
Books: \$411.35

*2025-26 fees shown; 2026-27 fees may increase slightly. MATC's DEA Grant will cover all costs associated with the academy above the 18th credit.

FOR MORE INFORMATION

Contact Megan Poytinger
poytingm@matc.edu | 414-297-8686

HOSPITALITY MANAGEMENT PATHWAY

Foundations of Lodging and Hospitality Management Technical Diploma

Learn the fundamentals of front desk duties, housekeeping, and building operations and security in preparation to enter the hospitality industry.

REMAINING CREDITS: 11

Hospitality Management Associate Degree

Gain the skills and experience needed to enter the lodging industry at mid-management or supervisory levels.

REMAINING CREDITS: 33

Four-Year College/University Transfer Partners (Bachelor's Degree)



**BUSINESS AND
MANAGEMENT**

**YOUR MATC CREDITS
ADD UP FOR YOUR FUTURE**



MATC.EDU | 414-297-MATC | WISCONSIN RELAY SYSTEM 711
DOWNTOWN MILWAUKEE | MEQUON | OAK CREEK | WALKER'S SQUARE | WEST ALLIS



Milwaukee Area Technical College is an Affirmative Action/Equal Opportunity Institution and complies with all requirements of the Americans With Disabilities Act. MATC is accredited by the Higher Learning Commission, Commission on Institutions of Higher Education, the national standard in accrediting colleges and schools for distinction in academics and student services.