

MEETING AND EVENT MANAGEMENT, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

Program Learning Objectives

- Describe the events management industry
- Articulate possible career pathways in events
- Summarize three to four industry knowledge domains
- Practice and apply technical skills such as:
 - modeling strategic event planning practice
 - creating and manipulating budgets, pricing schedules, revenue management
 - employ marketing strategy and tactics
 - manage sites and coordinate with partners in event management supply chain
- Recall and appropriately use industry terminology
- Summarize the relationship the study of events (i.e., events management) has with branches of knowledge in other academic disciplines (e.g., anthropology, sociology, psychology)