

Event Planning & Meeting Management

Degree Type

Certificate

The Business Administration Program – Meeting and Event Planning Certificate is designed to prepare students who are interested in a career in the fast growing meeting and event industry. Students will take courses in Conference, Meeting & Event Planning and Sales, Food & Beverage Management, and Technology Solutions. Students have the opportunity to enroll in a three-credit cooperative education course that provides students with field experience in event planning and meeting management. Students are encouraged to continue their studies and all credits transfer to the AS Business Administration-Hospitality & Tourism concentration.

Learn more about the program and apply at

Requirements

Fall Semester

Item #	Title	Credits
HRM101	Introduction to Hospitality & Tourism Management	3
HRM141	Blue Economy: Hospitality and Tourism Speaker Series	1
HRM111	ServSafe Sanitation Certification	1
	BST102 or 30 wpm test out	0-1
BST110	Computer Applications	3
COM103	Human Communication	3

Spring Semester

Item #	Title	Credits
HRM216	Event Planning and Meeting Management	3
HRM230	Hospitality and Tourism Marketing and Sales	3
HRM145	Technology Solutions for the Hospitality and Tourism Industry	3
HRM204	Food And Beverage Management	3
HRM148	Hotel Industry Foundations and Introduction to Analytics (HIFIA)	1
	HRM260 or Hospitality/Culinary/Business Elective	3
	Total Credits	27-28

Career Outlook

Nation-wide employment of meeting, convention, and event planners is projected to grow 18 percent from 2020 to 2030, much faster than the average for all occupations.

16,400 openings for meeting, convention, and event planners are projected each year, on average, over the decade. Demand for professionally planned meetings and events is expected to remain steady as businesses and organizations continue to host events regularly.

Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Meeting, Convention, and Event Planners, at <https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm> (visited November 07, 2021).

Program Outcomes

Upon successful completion of the Small Business Development & Sustainability Certificate, students are able to:

- Demonstrate skills in planning, organizing, leading, and controlling that are necessary to coordinate and manage the component parts of the hospitality and tourism industry and to effectively communicate with employees, guests, suppliers, and other related groups.
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- Recognize and apply interpersonal skills needed in hospitality management, including team building and group decision making, and providing quality guest services.
- Develop requests for proposals (RFPs), utilize market research and budget analysis, and analyze assessment of risks using critical thinking and analytical reasoning.
- Demonstrate awareness of various career opportunities and options in the hospitality, tourism, meeting, and event industry.

Program Completion

Completion of a program is based on full time enrollment. Many of our students attend part time and may not complete within the one year timeline.

Prerequisite Statement

To graduate within this program in the specified time, students must begin in the Fall semester and successfully place into required courses based on placement test results and/or high school GPA. Academic advisors can assist with questions.