

# 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 Description

This certificate will build on HM's and RPTM's core strengths, including their strategic teaching and service/outreach initiatives. Through coursework and experiential learning opportunities, students will be provided opportunities for engaged scholarship within the Commonwealth, across the United States, and in International contexts. This additional credential can help differentiate our graduates in the competitive job market across tourism and hospitality. Likewise the opportunity to expose more Penn State students to either of our fields through the certificate can enhance our diversity of students and awareness of our professional education programs.

The MEMC is intended to complement the professional certification programs offered by organizations such as Meeting Professionals International or the Professional Convention Management Association. It is designed for students interested in the academic and experiential components of the events and meeting industry. Emphasis is on engaging students in the industry prior to graduation and developing the management competencies necessary for success in the industry.

To obtain the Certificate students will be required to complete 9 core credits, including a 3 credit internship experience, and 6 supplemental credits in HM and/or RPTM for a total of 15 credits. Graduates will be competitive for positions as managers and planners in a variety of public, nonprofit and private businesses/agencies. The certificate credential delivery model for the Meeting and Events Management Certificate was selected over identifying a Meeting and Events Management minor so as to attract professionals, alumni, and others who are working in or are interested in gaining credentials in the field of meeting and events management but who may not be enrolled in an undergraduate program at Penn State.

## Program Requirements

To earn an undergraduate certificate in Meeting and Event Management, a minimum of 15 credits is required.

Code	Title	Credits
<b>Required Courses</b>		
HM 384	Introduction to Meeting and Event Management	3
RPTM 356		3
or HM 485	Advanced Meeting and Event Management	
RPTM 395		3
Select 6 credits from the following:		6
HM 201	Introduction to Management in the Hospitality Industry	
HM 271	Hospitality Information Technology Fundamentals	
HM 484	Hospitality Entrepreneurship and Innovation	
HM 442	Hospitality Marketing	
HM 455		
HM 485	Advanced Meeting and Event Management	
RPTM 300Y	Tourism and Leisure Behavior	

RPTM 334 Non-profit Recreation Agency Operations  
or RPTM 370 Introduction to Arena Management

RPTM 356

RPTM 410 Marketing of Recreation Services

RPTM 415 Commercial Recreation Management

## 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)

## Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

## University Park

### Kristin Thomas

Instructor of Recreation, Park, and Tourism Management  
801 Ford Building  
University Park, PA 16802  
814-863-9776  
klt16@psu.edu

### Nada Madrid

Academic Adviser  
212 Mateer Building  
University Park, PA 16802  
814-865-7033  
nbm5356@psu.edu

## World Campus

### Undergraduate Academic Advising

301 Outreach Building  
University Park, PA 16802

814-863-3283  
advising@outreach.psu.edu

## Contact

### University Park

DEPARTMENT OF RECREATION, PARK, AND TOURISM MANAGEMENT  
801 Ford Building  
University Park, PA 16802  
814-865-1851  
klt16@psu.edu

<https://hhd.psu.edu/rptm/undergraduate/meetings-and-event-management-certificate> (<https://hhd.psu.edu/rptm/undergraduate/meetings-and-event-management-certificate/>)

### SCHOOL OF HOSPITALITY MANAGEMENT

201 Mateer Building  
University Park, PA 16802  
814-865-1853  
pennstateshm@psu.edu

<https://hhd.psu.edu/shm> (<https://hhd.psu.edu/shm/>)

### World Campus

DEPARTMENT OF RECREATION, PARK, AND TOURISM MANAGEMENT  
801 Ford Building  
University Park, PA 16802  
814-865-1851  
klt16@psu.edu