

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 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.

What is Meeting and Event Management?

The Meeting and Events Management Certificate (MEMC) combines the practice and theory of event management, planning, coordination, and design. Students develop knowledge and skills that complement professional certifications (e.g., Certified Meeting Professional, Certified Festival and Event Executive). Through the combined expertise in the School of Hospitality Management (SHM) and the Department of Recreation, Park, and Tourism Management (RPTM), students develop, or augment knowledge and skills needed to work as event or event-related professionals in hospitality, entertainment, recreation and parks, corporate, medical, professional, social and governmental associations, sports, and more. Key skill areas include event design, marketing, budgeting and forecasting, contracting, supplier sourcing, risk assessment, sustainability practices, on-site management, event strategy and project and stakeholder management. Before pursuing the MEMC, students interested in strategic event management in diverse segments of hospitality management (e.g. lodging, food service, gaming) should contact SHM. Students interested in strategic event management related to recreation, community, amusement or entertainment, or health and sport should contact RPTM.

You Might Like This Program If...

- You recognize event strategy as a major component to 21st century business, marketing, community, and brand building initiatives.
- You want to design events and meetings of various scales across industries (e.g. hospitality, entertainment, tourism, recreation, and sport), and communities in different context (e.g. convention centers, arenas, hotels, festivals).
- You enjoy the process of assessing, developing, and operationalizing an organization or customer's vision and purpose for an event or meeting.
- You view events, gatherings, meetings and experiences as important components of social well-being and connectedness.