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

The Meetings and Events Management Certificate (MEMC) is designed for students interested in the academic and experiential components of the events and meeting industry. The MEMC is intended to complement the professional certification programs offered by organizations such as Professional Convention Management Association and the International Festival and Events Association. The emphasis of the MEMC is on developing the management competencies necessary for success and engaging students in the industry prior to graduation.

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 Penn State graduates in the competitive job market across a variety of event-related fields in the hospitality, tourism, recreation, event and sport management industries. Students may choose to concentrate on different aspects within meeting and events management through supplemental courses in multiple areas.

To obtain the MEMC, 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 meeting and event managers and planners in a variety of public, nonprofit, and private organizations.

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.

Program Requirements

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

Code	Title	Credits
Required Courses		
HM 384	Introduction to Meeting and Event Management	3
or RPTM 310	Experience Design and Event Management	
RPTM 395A	Internship in recreational services	3
or HM 395A	Penn State Hospitality Services Internship	
RPTM 456	Programming in Recreation Services	3
or HM 485	Advanced Meeting and Event Management	
Supplemental Courses		
Select any combination of six (6) credits from the School of Hospitality Management and/or the Recreation, Park, and Tourism Management approved MEMC courses on each academic unit's website. Students may select a combination of SHM and RPTM courses, or all SHM or all RPTM.		6

Program Learning Objectives

- **Event and Meeting Design:** Ability to direct, design, and coordinate multifaceted aspects of an experience (e.g. meetings, events, programs) and needed partners and vendors.
  - Develop theme, define program content and delivery methods
  - Develop procurement, communication and evaluation plan for meeting, event or program
  - Based on data, design experience (i.e., meeting, program, event) components according to achieve desired audience experience (e.g., environment aesthetics, layout, movement)
  - Coordinate logistics (site selection, entertainment, food and beverage, technical, attendee registration)
- **Event Management Strategic Planning:** Students demonstrate ability to conceptualize a strategy and make creative and management decisions that align with the strategy, vision, purpose and objectives in accordance to their experience level.
  - Listen and interpret stakeholder needs
  - based on verbal and written communications.
  - Determine financial feasibility and summary of meeting, event or program.
  - Monitor, evaluate and assess based on determined benchmarks and measures.
  - Determine manage projects (i.e. meetings, events programs) timelines and critical pathways to meet deadlines.
- **Marketing Events and Programs:** Applying theoretical marketing principles; conducting market research, develop overall marketing plans and making data-driven marketing decisions.
  - Develop and communicate overall marketing plans and/or promotions or social media marketing plans and promotions schedules
  - Articulate the need and have the ability to identify target market, segments and create personas

- Create (or ability to communicate with those who create) marketing materials and content.
- Identify appropriate and innovative distribution channels based on data target market/segments/personas

- **Stakeholder Communication:** Demonstrate the ability to articulate ideas, plans, and processes for the given stakeholder audience and medium
  - Identify different stakeholder groups and their needs
  - Articulate the event strategy, goals and objectives based on purpose and the stakeholder group
  - Draft a professional event proposal, bid or RFP based on industry or organizational processes
  - Recall and appropriately use industry terminology.

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/students/policies-and-rules-for-undergraduate-students/32-00-advising-policy/)

University Park

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Career Paths

Completing an undergraduate degree that includes the Meeting and Events Management Certificate can lead to careers as Event Coordinators, Managers, Hospitality Managers, Convention Services Managers, or Event Marketing Specialists. Graduate school options include Master's degrees in Hospitality or Event Management, an MBA for broader business knowledge, Master's in Tourism Management, or doctoral programs for research and academia. These pathways offer opportunities for advancement and specialization in the dynamic field of meeting and events management.

Careers

Completing an undergraduate degree in that includes the Meeting and Events Management Certificate can lead to careers as: Event Coordinators, where professionals who handle logistics and planning; Event Managers who oversee entire event processes, ensuring smooth execution; Hospitality Managers who manage operations within hotels or event venues, emphasizing guest satisfaction; Convention Services Managers who facilitate large-scale events by coordinating logistics and exhibitors; and Event Marketing Specialists who promote events to attract attendees and enhance brand visibility. These roles offer opportunities for creativity, organization, and leadership within the field of meeting and events management.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES WITH A CERTIFICATE IN MEETING AND EVENT MANAGEMENT (https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm)

Opportunities for Graduate Studies

After completing an undergraduate degree with the Meeting and Event Management Certificate, students can pursue graduate studies for a Master's in Hospitality Management, focusing on advanced hospitality operations and strategic leadership. Alternatively, they may opt for a Master's in Recreation, Park, and Tourism Management with a possible focus on areas like sustainable tourism practices or national park management. Other options include a Master's in Event Management, and delving deeper into event planning or pursuing an MBA for broader business acumen. If a research emphasis is desired, a Master's of Science or doctoral programs lead to opportunities in research and academia. These graduate opportunities offer specialized study, preparing students for leadership and advancement in the field.

Contact

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https://hhd.psu.edu/rptm/undergraduate/meeting-and-event-management-certificate

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