

EVENT MANAGEMENT - UNDERGRADUATE CERTIFICATE

College of Education Health and Human Services
School of Foundations, Leadership and Administration
www.kent.edu/ehhs/fla

About This Program

The Event Management undergraduate certificate program will give you the skills you need to plan, organize and execute a wide range of events from concerts to corporate events. With experienced faculty and a focus on hands-on learning, you'll be well-prepared to hit the ground running in the fast-paced world of event planning. Read more...

Contact Information

- **Mandy Ulicney** | mulicney@kent.edu | 330-565-6637
- Speak with an Advisor
- Chat with an Admissions Counselor

Program Delivery

- **Delivery:**
 - Fully online
 - Mostly online
- **Location:**
 - Ashtabula Campus

Examples of Possible Careers and Salaries*

Meeting, convention, and event planners

- 7.8% faster than the average
- 138,600 number of jobs
- \$51,560 potential earnings

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, and the Twinsburg Academic Center, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

Some programs may require that students meet certain requirements before progressing through the program. For programs with progression requirements, the information is shown on the Coursework tab.

For more information on admissions, contact the Regional Campuses admissions offices.

Program Requirements

| Code | Title | Credit Hours |
|--|---|--------------|
| Certificate Requirements | | |
| BMRT 11009 | INTRODUCTION TO MANAGEMENT TECHNOLOGY | 3 |
| HEM 13024 | INTRODUCTION TO HOSPITALITY MANAGEMENT | 3 |
| HEM 20040 | THE BUSINESS OF EVENT MANAGEMENT | 3 |
| HEM 33050 | PROFESSIONAL PRACTICE IN HOSPITALITY AND EVENT MANAGEMENT | 2 |
| HEM 33129 | CATERING AND BANQUET MANAGEMENT ¹ | 3 |
| Professional Electives, choose from the following: | | 6 |
| HEM 13023 | FUNDAMENTALS OF FOOD PRODUCTION | |
| HEM 23030 | HOTEL OPERATIONS | |
| HEM 23336 | CLUB MANAGEMENT | |
| HEM 30110 | FUNDRAISING AND PHILANTHROPIC EVENT MANAGEMENT | |
| HEM 30120 | WEDDINGS AND SPECIAL EVENT PROTOCOL | |
| HEM 33020 | LEGAL ISSUES IN THE HOSPITALITY AND EVENT INDUSTRY ¹ | |
| HEM 43092 | PRACTICUM IN HOSPITALITY AND EVENT MANAGEMENT (ELR) | |
| HEM 43143 | HOSPITALITY MEETINGS AND EVENT MANAGEMENT | |
| HEM 43231 | FOOD, WINE AND BEVERAGE PAIRING | |
| HEM 43325 | HOSPITALITY MARKETING ¹ | |
| Minimum Total Credit Hours: | | 20 |

¹ Students in the certificate can register for this course without the prerequisites.

Graduation Requirements

| Minimum Certificate GPA | Minimum Overall GPA |
|-------------------------|---------------------|
| 2.000 | 2.000 |

Program Learning Outcomes

Graduates of this program will be able to:

1. Identify and apply the knowledge and skills necessary for hospitality and tourism operations
2. Develop and integrate a core set of business skills necessary to successfully operate a hospitality and tourism organization
3. Demonstrate competence in the communication skills necessary for hospitality and tourism management

Full Description

The Event Management undergraduate certificate prepares students with the introductory and practical skills they need to enter the event management workforce. The curriculum incorporates the newest technologies and emerging trends in the industry. Program faculty are

experts in their fields and have decades of experience applying the skills they teach in the classroom.

Graduates are prepared with skill sets that allow them to secure exciting positions with leading employers at hotels, wineries, private clubs, casinos, sporting events, meetings, trade shows, cruise lines and restaurants; or to be self-employed as an event planner.

Students can apply all courses in the certificate toward the Bachelor of Science degree in Hospitality and Event Management.