

Event and Meeting Management CERTIFICATE

Program Overview

The Event and Meeting Management curriculum focuses on the management of special events planning, organizing activities and timelines, operational effectiveness and customer satisfaction. Students will receive a solid foundation of business practices related to this growing service industry.

This certificate is intended for those seeking to expand their career paths with the skills necessary to plan unique and effective events and meetings.

Career Opportunities

According to the Minnesota Department of Revenue and the Minnesota Department of Employment and Economic Development, there are 245,000 full and part-time jobs, and 4.3 billion dollars in wages in the Leisure and Hospitality sector.

There are a wide variety of employment opportunities including hotel/ lodging operations, restaurant and catering management, travel and tourism, sports, recreation and facilities management, gaming and casino operations, meeting, convention and special event management.

According to the U.S. Bureau of Labor Statistics, the occupational outlook for meeting, convention and event planners is projected to grow 11% from 2016 – 2026.

Program Outcomes

1. Graduates will have knowledge of the meeting and special event industry.
2. Graduates will develop customer service, human relations and communications skills.
3. Graduates will have knowledge and skills to plan, manage and promote meeting and special events.

Program Faculty

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Part-time/Full-time Options

This program can be completed by using a combination of day, evening, and Web-enhanced courses. Part-time and full-time options are available.

Program Requirements

Check off when completed

Course	Cr
<input type="checkbox"/> BUSN 2110 Principles of Marketing	3
<input type="checkbox"/> BUSN 2450 Management Fundamentals	3
<input type="checkbox"/> BUSN 2455 Essentials of Entrepreneurship & Small Business Management	3
<input type="checkbox"/> HSPM 1410 Introduction to Hospitality Management	3
<input type="checkbox"/> HSPM 1440 Event Management and Planning	3
<input type="checkbox"/> HSPM 2440 Hospitality Marketing and Sales	3
Total Program Credits	18

Program Start Dates

Fall, Spring

Course Sequence

The following sequence is recommended; however, this sequence is not required. Contact Program Faculty with questions.

First Semester

BUSN 2455 Essentials of Entrepreneurship & Small Business Management	3
HSPM 1410 Introduction to Hospitality Management (fall only)	3
HSPM 2440 Hospitality Marketing and Sales (fall only)	3
Total Semester Credits	9

Second Semester

BUSN 2110 Principles of Marketing	3
BUSN 2450 Management Fundamentals	3
HSPM 1440 Event Management and Planning (spring only)	3
Total Semester Credits	9
Total Program Credits	18

*Information is subject to change.
This Program Requirements Guide is not a contract.*

Minimum Program Entry Requirements

Students entering this program must meet the following minimum program entry requirements in addition to having acquired previous technical computer skills:

Reading: Score of 38+

Writing: Score of 38+

Arithmetic: Score of 20+

Degree option may have a greater requirement than this certificate.

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