

# EVENT MANAGEMENT - UNDERGRADUATE CERTIFICATE

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

## Examples of Possible Careers\*

### Meeting, convention, and event planners

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

## Contact Information

- Program Coordinator: **Seonjeong Ally Lee** | slee89@kent.edu | 330-672-0594
- Speak with an Advisor
- Chat with an Admissions Counselor

## Fully Offered

- Online
- Ashtabula Campus (hybrid online/on-ground)

**\*Note**

Source of occupation titles and labor data is 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.

## 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.

## 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.

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

## Program Learning Outcomes

Graduates of this program will be able to:

1. Explain the different segments of the hospitality industry and the event management industry, and how they overlap.
2. Develop professional skills in event management.
3. Explain the processes involved in planning and executing various types of events.
4. Create a list of professional groups and certifications for the various types of event managers.

## Program Requirements

### Certificate Requirements

Code	Title	Credit Hours
<b>Certificate Requirements</b>		
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 <sup>1</sup>	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 <sup>1</sup>	
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 <sup>1</sup>	

Minimum Total Credit Hours: 20

<sup>1</sup> Students in the certificate can register for this course without the prerequisites.

### Graduation Requirements

Minimum Certificate GPA	Minimum Overall GPA
2.000	2.000