EVENT MANAGEMENT
- UNDERGRADUATE CERTIFICATE

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

Contact Information
- Program Coordinator:
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  330-672-0594
- Speak with an Advisor
- Chat with an Admissions Counselor

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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>BMRT 11009</td>
<td>INTRODUCTION TO MANAGEMENT TECHNOLOGY</td>
<td>3</td>
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<tr>
<td>HEM 13024</td>
<td>INTRODUCTION TO HOSPITALITY MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>HEM 20040</td>
<td>THE BUSINESS OF EVENT MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>HEM 33050</td>
<td>PROFESSIONAL PRACTICE IN HOSPITALITY AND EVENT MANAGEMENT</td>
<td>2</td>
</tr>
<tr>
<td>HEM 33129</td>
<td>CATERING AND BANQUET MANAGEMENT 1</td>
<td>3</td>
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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

<table>
<thead>
<tr>
<th>Minimum Certificate GPA</th>
<th>Minimum Overall GPA</th>
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