

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.