

EVENT MANAGEMENT - UNDERGRADUATE CERTIFICATE

Ambassador Crawford College of Business and Entrepreneurship
Department of Sport, Hospitality and Event Management
www.kent.edu/business

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.

International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions to waive) by earning a minimum 71 TOEFL iBT score, minimum 6.0 IELTS score, minimum 47 PTE score or minimum 100 DET score, or by completing the ELS level 112 Intensive English Program. For more information on international admission visit the admissions website for international students.

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 AND EVENT 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.