

MEETING AND EVENT MANAGEMENT, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

Career Paths

Completing an undergraduate degree that includes the Meeting and Events Management Certificate can lead to careers as Event Coordinators, Managers, Hospitality Managers, Convention Services Managers, or Event Marketing Specialists. Graduate school options include Master's degrees in Hospitality or Event Management, an MBA for broader business knowledge, Master's in Tourism Management, or doctoral programs for research and academia. These pathways offer opportunities for advancement and specialization in the dynamic field of meeting and events management.

Careers

Completing an undergraduate degree in that includes the Meeting and Events Management Certificate can lead to careers as: Event Coordinators, where professionals who handle logistics and planning; Event Managers who oversee entire event processes, ensuring smooth execution; Hospitality Managers who manage operations within hotels or event venues, emphasizing guest satisfaction; Convention Services Managers who facilitate large-scale events by coordinating logistics and exhibitors; and Event Marketing Specialists who promote events to attract attendees and enhance brand visibility. These roles offer opportunities for creativity, organization, and leadership within the field of meeting and events management.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES WITH A CERTIFICATE IN MEETING AND EVENT MANAGEMENT (<https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm>)

Opportunities for Graduate Studies

After completing an undergraduate degree with the Meeting and Event Management Certificate, students can pursue graduate studies for a Master's in Hospitality Management, focusing on advanced hospitality operations and strategic leadership. Alternatively, they may opt for a Master's in Recreation, Park, and Tourism Management with a possible focus on areas like sustainable tourism practices or national park management. Other options include a Master's in Event Management, and delving deeper into event planning or pursuing an MBA for broader business acumen. If a research emphasis is desired, a Master's of Science or doctoral programs lead to opportunities in research and academia. These graduate opportunities offer specialized study, preparing students for leadership and advancement in the field.