

Event Management, Undergraduate Certificate

Visit the Organizational Leadership Department page (<https://www.uvu.edu/woodbury/organizational-leadership/>) for more information on the program and access to advising.

Program Description

The Undergraduate Certificate in Event Management is a program that provides students with the skills and knowledge needed for a career in the growing field of event planning and coordination. This certificate program combines both theoretical and practical coursework to help students develop the management techniques required to successfully plan, organize, promote, and implement diverse events. Students will learn all aspects of the event planning process from the initial conceptualization stage through on-site execution and evaluation. The core courses in the program cover topics such as event management principles, project management, budgeting and cost analysis, risk management, vendor and supplier relations, site selection and logistics, marketing and promotion strategies, and post-event reporting. An emphasis is placed on both creative and logistical problem-solving skills. In addition to classroom instruction, students will have opportunities to gain hands-on experience by assisting with events hosted by the university or local organizations. This experiential learning component allows students to network with industry professionals and puts their project management skills to the test in a real-world setting. Upon completion of the required coursework, students will earn an Undergraduate Certificate in Event Management, which will be noted on their academic transcript. This credential demonstrates to potential employers that graduates have a demonstrated understanding of event planning best practices as well as the management abilities needed in the fast-paced event industry. Graduates will be well-positioned for entry-level careers with convention centers, hotels, meeting planning companies, non-profit organizations, and corporate event departments. The certificate also provides a foundation for students who wish to pursue a bachelor's degree in fields such as hospitality management, communication, business administration, or tourism.

Program Requirements

Code	Title	Credit Hours
Discipline Core Requirements		18 Credits
MKTG 2390	Professional Business Presentations	3
HM 3000	Hospitality Industry Foundations	3
HM 3210	Event Venue and Convention Management	3
HM 4200	Event Planning	3
HM 4250	Advanced Event Production	3
Elective Requirements: Choose 3 credits from the Following		3
CA 1000	Culinary Basics (3)	
ART 1400	Graphic Computer Applications (3)	
THEA 1513 & THEA 1514	Intro to Technical Theatre and Intro to Technical Theatre Lab (3)	
MGMT 3450	Operations Management (3)	
COMM 3560	Public Relations Event and Media Coordination (3)	
MKTG 3650	Professional Selling (3)	

Graduation Requirements

A minimum of 2.5 GPA

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (<http://www.uvu.edu/wolverinetrack/>).

First Year

Semester 1		Credit Hours
HM 3000	Hospitality Industry Foundations	3
HM 3210	Event Venue and Convention Management	3
HM 4200	Event Planning	3
Credit Hours		9
Semester 2		
MKTG 2390	Professional Business Presentations	3

HM 4250	Advanced Event Production	3
Elective		3
Credit Hours		9
Total Credit Hours		18

Program Learning Outcomes

1. Apply the major concepts, skills and values of the event industry by integrating the concepts of marketing, finance, design, and operations in the management of a range of events.
2. Plan and manage a live event from inception to implementation to evaluation.
3. Communicate effectively to diverse audiences.
4. Apply critical thinking and problem solving to management decisions for events.
5. Demonstrate leadership skills and adapt them to a diverse global market in the event industry.

Food service managers

- Total Positions 393,600
- Field Growth 1.5%
- Median Salary \$63,060
- Average Openings 44.5

Entertainment and recreation managers, except gambling

- Total Positions 35,800
- Field Growth 10.8%
- Median Salary \$73,460
- Average Openings 4.8

Lodging managers

- Total Positions 53,300
- Field Growth 9.9%
- Median Salary \$65,360
- Average Openings 6.0

Personal service managers, all other

- Total Positions 27,900
- Field Growth 6.9%
- Median Salary \$57,570
- Average Openings 2.3