

PROFESSIONAL EVENT MANAGEMENT - CERTIFICATE

The Professional Event Management Certificate (PEMC) offered by the Department of Hospitality, Hotel Management and Tourism provides students with the knowledge and skills to plan, implement and evaluate festivals, fairs and special events in a variety of settings - governmental, not-for-profit and commercial. This certificate is open to all majors.

This program is also approved for delivery via asynchronous distance education technology.

Program Requirements

Code	Title	Semester Credit Hours
HMGT 211	Planning and Implementation of Events and Programs	3
HMGT 320	Event Management and Operations	3
HMGT 424	Event Management Capstone	3
Select one of the following:		3
HMGT 319	Event Management in Specialized Contexts	
HMGT 353	Food and Beverage Management	
HMGT 401	Entrepreneurship in Hospitality, Tourism and Events	
HMGT 412	International Event Management	
HMGT 451	Law, Negotiation, and Risk Management in Hospitality, Tourism and Recreation	
Select one of the following:		3
AGCJ 306	Theory and Practice of Public Relations in Agriculture and Life Sciences	
AGEC 315	Food and Agricultural Sales	
AGEC 324	Agribusiness Entrepreneurship – Budgeting	
AGEC 424	Agribusiness Entrepreneurship – Economic Analysis	
COMM 260	Introduction to Communication and Sports	
COMM 326	Event and Communication Planning	
HMGT 223	Managing Hospitality and Tourism Organizations	
HMGT 314	Service Quality in Hospitality, Hotel Management, and Tourism	
HMGT 331	Marketing in the Digital Age for Hospitality, Hotel Management and Tourism	
HMGT 484	Internship	
HORT 203	Floral Design	
HORT 416	Understanding Wine - From Vines to Wines and Beyond	
HORT 452	Floral Design: Weddings and Personal Flowers	

JOUR 451	Arts & Entertainment Journalism	
PERF 308	Performing Arts Administration	
SPMT 265	Professional Communication for the Sport Industry	
SPMT 366	Sport Facility and Event Management	
SPMT 412	Managing Sport Events	
THEA 245	Introduction to Theatrical Design	
Total Semester Credit Hours		15

The PEMC program requires a minimum of 15 credit hours in designated courses. Students must earn a grade of C or better in each course used to meet the requirements, and maintain a B average (3.0 GPA) in the required courses. Students who pursue the PEMC must complete all requirements prior to graduation. Details are available in the Undergraduate Programs Office of the Department of Hospitality, Hotel Management and Tourism and on our website.