

# EVENT PLANNING & MANAGEMENT CERTIFICATE



**ONLINE**

Courses in the Event Planning and Management program teach students how to organize, manage and market conventions, concerts, sports, expositions and other events. Students completing the program will be able to apply event coordination techniques within this multi-faceted industry.

**TARGET AUDIENCE:**

The program is geared toward those seeking to enter or further careers in event planning and related fields.

**ADMISSION REQUIREMENTS:**

Admission to SIU required. Student may apply as undeclared undergraduate or graduate student. Application can be made online at <http://admissions.siu.edu/apply>.

**REGISTRATION PROCEDURE:**

Visit <http://admissions.siu.edu/apply> for details.

**ACADEMIC CALENDAR:**

SIU Regular semesters beginning August, January, and June.

**DELIVERY MODE:**

Fully online via SIU Online.

**LOCATION(S) OF COURSES:**

Online

**TEXTBOOK PURCHASE:**

Visit the SIU University Bookstore at [www.bkstr.com](http://www.bkstr.com) for details. E-texts are available for more courses.

**TRANSFER HOURS POLICY:**

Only SIU courses will count toward the professional development sequence.

**TOTAL HOURS NEEDED:**

18 credit hours

**FINANCIAL AID INFO:**

None available for non-degree diplomas.

**COST:**

Tuition and fees are posted at <http://tuition.siu.edu>

**SPECIAL CHARACTERISTICS:**

The event planning and management program is designed to provide a broad view of the conventions and event industry. Completion of this program will provide students with the skills and knowledge to begin building a career in event planning. Courses are well-suited to those employed in non-traditional event professions where event planning responsibilities exist.

**CONTACT PERSON(S):**

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**ADDRESS:**

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875 S. Normal Ave.  
Carbondale, IL 62901

**WEBSITE:**

<http://hospitality.siu.edu>

**REQUIRED COURSES:**

- HTEM 250 Introduction to Professional Event Coordination
- HTEM 255 Virtual Event Management
- HTEM 350 Event Entertainment
- HTEM 355 Sports Event Management
- HTEM 450 Event Marketing and Sponsorship
- HTEM 455 Event Risk Management and Safety

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