



FLORIDA ATLANTIC UNIVERSITY

Hospitality and
Tourism Management
College of Business

Certificate in Event Management (EVMN)

The undergraduate certificate in Event Management provides a broad, operations-focused curriculum to those who have interest in the meetings, incentives, conferences and exhibitions (MICE) industries – broadly termed the “event industry.” As independent meeting planners, government/business/association planners, incentive travel, or social catering and special event professionals – the event industry is tremendous. According to the Events Industry Council (EIC) “...on a total GDP basis, the events industry is as large as the 13th largest global economy.” (<https://eventscouncil.org/COVID-19/Economic-impact-research>)

Students must complete **15 total credit hours** from the courses listed below. The Certificate in Event Management is available to **both degree-seeking AND non-degree-seeking students**. Courses must be taken at Florida Atlantic University (FAU). All students should seek the assistance of Student Academic Services (see below) in *advance* of registering for any course or courses.

After completion of *all* courses with a grade of “C” or higher, students may then request their certificate from the Student Academic Services office (academic advising) located in the FAU College of Business complex, Boca Raton campus, Fleming West Building, Room #102, (561) 297-3688. For further information on hospitality, tourism, or events careers – or this certificate’s content – please reach out to the Hospitality and Tourism Management Program Director, Dr. Peter Ricci at peter.ricci@fau.edu

Core Courses (12 credits)

HFT 3003	Introduction to Hospitality Management	3 credits
HFT 3741	Event Management	3 credits
HFT 4253	Hotel Management	3 credits
HFT 4240	Guest Experience Management	3 credits

Electives (3 credits); select any one course from the group below

HFT 3263	Food & Beverage Management	3 credits
HFT 4503	Hospitality & Tourism Marketing	3 credits
MAR 4323	Promotional Management	3 credits
MAR 4933	Special Topics (ex: Special Venue Marketing)	3 credits