



SAN DIEGO STATE
UNIVERSITY

College of
Extended Studies

never stop learningsm



San Diego's robust hospitality industry needs event planners






Secure your place with a Professional Co



San Diego Natural History
Museum (available for special
events)

Between San Diego's year-round roster of conventions, trade shows, and conferences; and events being staged by local businesses, restaurants and hotels, the demand for event planners is high. So high, in fact, that employees are often tasked with planning events in their company, whether or not it's part of their skill set.



Certificate in Meeting and Event Planning

Whether you're a planner by choice or by chance, whether you're new to the industry or a seasoned pro, SDSU's Meeting and Event Planning Certificate offers you the opportunity to expand your knowledge and skills in this flourishing industry. This program helps to prepare for the MPI and ISES exams.

Award of Certificate

To earn a certificate, participants must complete the required core and elective courses within two years.

SDSU Bachelor's Degree

Students who earn the Certificate in Meeting and Event Planning may request to have HTM 431 waived in the upper division Hospitality and Tourism Management major at SDSU. See an HTM advisor at SDSU for more information.



San Diego Air and Space Museum (available for special events)



Balboa Park (available for special events)



“The highlight of the classes and program has been the instructors. They are very talented and experienced meeting planning professionals who share their insights.”

~ Molly Fry,
events coordinator,
Vistage International

Core Courses

MP 101 *Meeting Planning Basics* – nine hours

MP 102 *Food and Beverage Planning* – six hours

MP 103 *Event Marketing and Promotion* – six hours

MP 104 *Site Selection and Contract Negotiation* – 13 hours

MP 105 *Financial Management of Meetings and Events* – six hours

MP 106 *Audio Visual Basics* – six hours

MP 107 *Professional Development for Meeting and Event Planning* – six hours

Classes are held at SDSU's Extended Studies/Gateway Center unless otherwise noted. Free and ample parking is conveniently provided.



Elective Courses

(18 hours required, courses vary each semester)

MP 201 *Introduction to Special Events* – six hours

MP 203 *Starting your Own Business in the Meeting and Event Planning Industry*
– six hours

MP 204 *Tradeshow and Event Security* – nine hours

MP 207 *Event Design and Production* – six hours

MP 209 *Weddings and Social Events* – nine hours

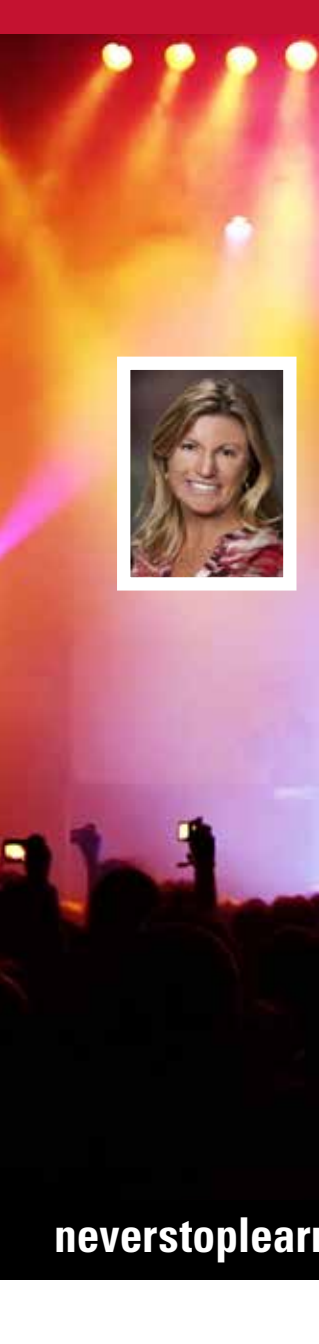
MP 213 *Effective Networking and Resumes for the Meeting and Events Industry*
– six hours

MP 216 *The Art of Selling* – three hours

MP 217 *Nonprofits and Fundraisers* – six hours

For more information, email cesmep@sdsu.edu or call (619) 594-1138.

An SDSU Research Foundation program.



Program Advisor Annette Gregg, CMP, CMM, MBA, has a diverse background in the meeting and hospitality industry. Among other accomplishments, she has planned conventions in Mexico, Hong Kong, and throughout the US; planned corporate and fundraising meetings and events; and managed the 250-person event staff at the Los Angeles Convention Center, and the 200-person convention team at the San Diego Convention and Visitors Bureau. She is currently vice president of the West for the event management firm, AlliedPRA, and active on the board of directors for Meeting Professionals International.



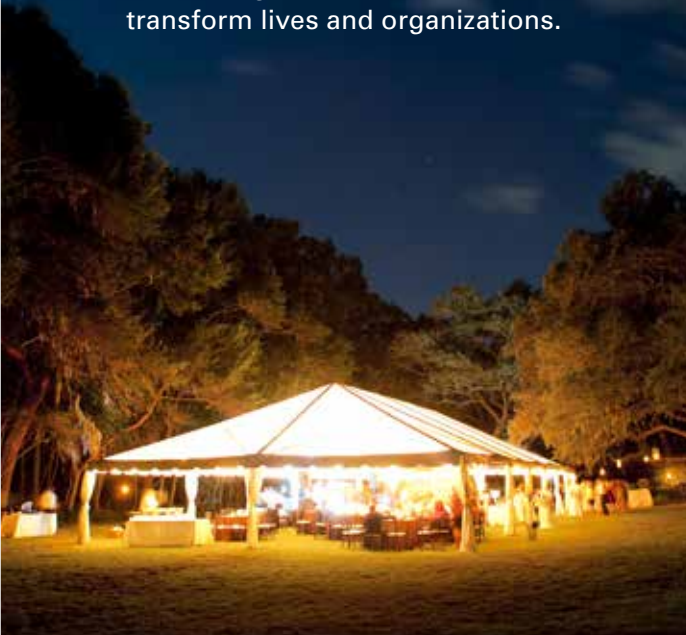
Our instructors work in the industry

Our veteran instructors have had many different positions in the industry, they know what to expect, and can give students candid insights. They also provide advice on how to find jobs and industry mentors. The local companies for which our instructors work include Microsoft Corporation, IMEX America, Make-A-Wish Foundation, Kia Motors America and Kleege Industries Inc.

If you like a job where every day is different, you can use your creative right brain along with your logical left, and you get energized by people, join us.

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The mission of the College of Extended Studies is to provide self-support education and training to enhance careers and transform lives and organizations.



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