



SAN DIEGO STATE
UNIVERSITY

College of
Extended Studies

never stop learningsm



Professional Certificate in Meeting and Event Planning





San Diego Ranks in the Top Five on Any List of Top Meeting Destinations in the U.S.



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.

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 Professional Certificate offers the opportunity to expand your expertise, and prepare for the CMP (Certified Meeting Professional) and CSEP (Certified Special Events Professional) exams.

Award of Certificate

To earn a certificate complete the required core and 18 hours of elective courses within two years.

SDSU Bachelor's Degree

When you earn the Certificate in Meeting and Event Planning, you 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.





“The program really opened my eyes to all the various nuances in the events industry ... I left each class feeling confident and excited about my choice to change my career path.”

— Leah
(Sheffield)
Mariscal, Senior
Event Producer,
AlliedPRA

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* – six hours

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

The College of Extended Studies is a state-approved provider for the Federal Workforce Investment Act for this program.

Elective Courses

(18 hours required, courses vary each semester)

- MP 203** *Starting Your Own Business in the Meeting and Event Planning Industry* – six hours
- MP 207** *Event Design and Production* – six hours
- MP 209** *Weddings and Social Events* – nine hours
- MP 211** *Technology Tools* – six 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
- MP 219** *Festivals and Public Events* – six hours
- MP 220** *Event Safety, Security, and Risk Management* – six hours

“The instructors provided great, real-world insight into the events industry. I highly recommend the program.”

— Damaso
Asencio Jr.,
Special Events
Supervisor, Party
Pals



Program Advisor Annette Gregg, CMP, CMM, MBA, has a diverse background in the meeting and hospitality industry. She has planned conventions around the world; 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 senior vice president of the Southern California and Arizona region 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 hold numerous 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 Artwalk, AlliedPRA, Conference Direct, CVENT, Girl Scouts, and Unbridled Solutions.

If you envision a job where every day is different, and you're a creative, highly organized multi-tasker with excellent communication skills and a passion for people, join us! The MEP program is a member of the San Diego Tourism Authority and Meeting Professionals International.



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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.



neverstoplearning.net/meeting

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