San Diego State University
Masters in Meeting and Event Management (MEM)
Cohort 2 Schedule

Aug - Dec 2020
Semester 1

HTM 602 (3 units)
Directed Readings I
8/3/20 - 9/20/20 (7wks)

HTM 601 (3 units)
Leadership
Live Classroom
Course Dates: 8/3/20 - 9/20/20
Live Sessions: TBD

HTM 663 (4 units)
MEM Leading in Complex Systems
9/28/20 - 12/20/20 (12wks)

1 week break 9/21-9/27/20
3 week holiday break
12/21/20 - 1/10/21

Jan - July 2021
Semester 2

HTM 665 (3 units)
Marketing & Comm. in MEM
1/11/21 - 2/28/21 (7wks)

1 week break 3/1/21 - 3/7/21

HTM 791 (3 units)
Data Driven Decision Making in MEM
3/8/21 - 4/25/21 (7wks)

1 week break 4/26/21 - 5/2/21

HTM 664 (3 units)
Innovation in the Experience Economy
5/3/21 - 6/20/21 (7wks)

Summer Break
6/21/21 - 8/1/21
Mentor meetings will continue
Capstone pre-class assignments to be offered

Aug 2021 - Jan 2022
Semester 3

HTM 697 (2 units)
Mentoring & Coaching
Course runs thru program
8/2/21 - 12/5/21

HTM 690 (3 units)
Capstone Project
8/2/21 - 10/24/21 (12wks)

HTM 661 (3 units)
Event Economics & Finance
10/25/21 - 12/19/21 (8 wks)

2 week break 12/20 - 1/2/22

HTM 781 (3 units)
MEM Final On-Campus Week
Course Dates:
12/6/21 - 1/30/22
On-campus dates:
TBD: Jan 2022

Proposed Schedule

Rev.5/6/2020
M.S. in Meeting and Event Management Course Descriptions

The Meeting & Event Management Master’s program is designed to proactively address the most pressing challenges in your profession. Our curriculum elevates you as a leader in the Meeting & Event Management industry as you gain next-level knowledge in your field and connect with industry leaders.

**HTM 601 – Leadership: Live Classroom**
What is the HTM program all about? This is a week-long live classroom orientation is dedicated to answering that very question. You will get a glimpse at what lies ahead in the program, undergo multiple personal assessments to help map out where your leadership skills currently are versus where you want them to be, and begin to craft your own Leadership Development Plan. You’ll also be building relationships with your fellow Cohort mates while participating in team-based experiences on and/or off campus. This course will set the tone and the platform for your 18-month journey towards becoming a more effective leader…and a true “Master.” (3 units)

**HTM 602 - Directed Readings Part I**
Instead of building a class with textbooks featuring hypothetical theories on leadership and business, we decided to build a readings course around the kind of books currently being shared by C-level executives with each other. The reading list for this course includes some of the best books out there on business, leadership, complex systems, innovation, and change management. Previous students will tell you that this course connects them to the pulse of what is happening now and what is coming down the road in the world of business and leadership. It is also one of our most stimulating – and shared – intellectual experiences. (3 units)

**HTM 653 - Leading in Complex Human Systems**
What does it take to be a successful leader – particularly in times of rapid change, new competition, and increasing complexity? This course will explore how to handle one of the most difficult aspects of leadership: human relationships. You will perform an audit of the culture of your own organization to determine what makes it tick and how one might go about improving it. You will also continue the process – begun during your initial On Campus Week – to design and set the groundwork for your Capstone Project (see below). (4 units)

**HTM 665 - Marketing and Communications in Meeting and Events**
Contemporary concepts, techniques, and practices that promote effective marketing management in the Meetings & Events profession. Evaluate the dynamic Meeting and Events Industry thru multiple forms of market, guest, competitive, and margin analysis. (3 units)

**HTM 791 - Data Driven Decision Making in Meetings & Events**
This course covers state-of-the-art analytical techniques applicable to the assessment of program effectiveness within the Meetings and Events industry. Attention is paid to critical thinking skills, Design Thinking tools, Data Visualization, and the construction and presentation of effective analytical reports. (3 units)

**HTM 664 - Innovation in the Experience Economy**
Concepts, techniques, and practices that promote effective analytics for innovation and change management in the Meetings & Events industry. Constructing innovation initiatives to shape an effective communications plan based upon analysis of the relevant stakeholders. (3 units)

**HTM 661 - Event Economics and Finance**
Concepts, techniques, and practices that promote effective financial management in the meetings and events industry. Case studies and projects provide practical application of critical skills. (3 units)

**HTM 690 - The Capstone Project**
This is the centerpiece of the Master’s curriculum. You will be asked to begin thinking about it before you even register for your first course and you will hit top gear on it during your second summer in the program. The ability to lead a company through challenging change and/or innovation programs is likely to be one of the big difference makers for those who will rise to the top of the 21st century organization. In this 12-week period, you will finally execute an In-Company Project that will make a materially positive impact on your firm. (3 units)

**HTM 697 – Mentor and Coaching**
You will be assigned an industry Mentor upon entering the program. We will create the best match available for you based upon both your background and your aspirations. Over the course of the program, you will meet with your Mentor on a monthly basis to discuss your Leadership Development goals, your Capstone Project, your coursework and your career objectives. Each month, you will recap those meetings in a monthly Digital Journal. This program is a critical overlay on the Master’s experience. (2 units)

**HTM 780 – Final On Campus Week**
All of your hard work over the duration of the program will culminate in a one-week recap of the major things you’ve learned – including a team project for which you’ll present a solution on your final day to a panel of Faculty and industry experts. You’ll also get a chance to network with program alumni and members of the next Cohort and enjoy a high-energy Graduation Reception on your final evening. (3 units)