More Than a Master’s
A Movement

Co-created by Meeting Professionals International (MPI) and the San Diego State University (SDSU) L. Robert Payne School of Hospitality and Tourism Management, the Meeting and Event Management Master’s is the first graduate-level program in the U.S. designed to elevate meeting professionals to business event strategists.

When we meet, we change the world! With the meetings and events industry evolving at a rapid pace, there has never been a more exciting time to advance not just your career, but your profession as a whole.

Working professionals all over the country are earning their master’s degrees through SDSU online. Embracing the human element of meetings and events, the Meeting and Event Management Master’s includes two on-campus weeks (one in the beginning of the 18-month program and one at the end) in beautiful San Diego, CA to build lifelong connections among faculty and cohort members. The rest of the program can be completed entirely online.

Work on your own schedule, connect with industry leaders, and shape the future of meeting and event planning - all while earning your master’s degree.

*Specific Meeting and Event Management courses are currently under development.

Mastershtm.sdsu.edu

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Introducing
the First-Ever
Meeting & Event Management Master’s Degree
in North America

IN PARTNERSHIP WITH

Take the Next Step in Your Career!

• Be one of the first to gain your master’s degree in Meeting and Event Management

• Grow your leadership skills while building your business acumen through our highly personalized program.

• Meeting Professionals International (MPI), the world’s largest and leading professional association for meeting and event planners, is co-creating this master’s degree with San Diego State University (SDSU) to take your career to the next level!
Is This Degree Right For You?

The Meeting and Event Management Master's is ideal for professionals in these fields:

- Certified Meeting Managers (CMMs)
- Certified Meeting Professionals (CMPs)
- Corporate Meeting Planning
- Third Party Planning
- Group Sales
- Convention Services
- Destination Management
- Audio Visual and Production
- All other industry partners!

A Curriculum for Career Success

This is the only program of its kind, and the only curriculum proactively addressing the most pressing challenges in your profession. Gain next-level knowledge on:

- Strategic Leadership
- Stakeholder Management
- Finance Fundamentals
- Business Analytics
- Applied Design Thinking
- Demonstrating ROE (Return on Experience)
- Leading Change and Innovation
- Modern Marketing Strategies

+ More

Haven't been to "school" for decades? Never taken an online program?

No problem! The courses are built on a highly relevant curriculum that applies learning to your leadership today, regardless of your age and background. This degree is designed to enable you to stay ahead of the curve in the meetings and events industry!

Built on Proven Principles

This program incorporates the facets that are proven to drive measurable return on a master's degree, including:

- Organic networking with industry leaders
- Flexible online assignments
- Instantly applicable leadership takeaways
- Mentorship matching
- TED Talk-style guest lectures
- A career-changing Capstone Project