

# EVENT AND CONVENTION PLANNING

## SCHOOL OF BUSINESS AND TECHNOLOGY

**DEAN:** Mink Stavenga, DBA, Office 470K, 619-482-6569

**DEPARTMENT CHAIR:** Gail Stockin, M.A.

### GENERAL DESCRIPTION

Hospitality and tourism is a dynamic and growing industry in San Diego County. The industry has many facets, one of which is the area of event and convention planning. Individuals who work in this field coordinate events, both small and large, and are in charge of bringing together the detailed aspects of the event such as food or catering, event theme, travel, and entertainment in coordination with the hotels, convention centers, or other special locations.

The hospitality industry offers individuals great potential for growth and excellent wages. People may enter the field with basic education and training skills such as those provided by the School of Business, Professional & Technical Education in our basic and advanced certificate programs.

In addition to these career training programs, a transfer program, Hospitality and Tourism Management, has been developed for persons who desire to transfer to a four-year institution including San Diego State University or at the local level, as well as other institutions at the state and national levels. Transfer students can work toward a bachelor's degree in hospitality and tourism, which is often required for top-level or high executive positions.

### CAREER OPTIONS

Below is a sample of the career options available for event and convention planning majors. In addition to employment as event and convention planners, students will be provided with a foundation that will allow them to prepare for careers ranging from entry-level assistants to experienced event planners and managers for major hotels or organizations. Related job titles include meeting planner, wedding planner/coordinator, event marketer, corporate project manager, convention center director, and director of hospitality. Employment exists in hotels, hotel/motel chains, convention centers, casinos, lodges, recreation facilities, food service entities, travel and tourism businesses, cruise ships, and hospitality marketing organizations. Many opportunities also exist for those individuals who wish to become entrepreneurs in the industry and manage their own businesses.

### DEGREE/CERTIFICATE OPTIONS

### MAJOR CODE

#### Certificate of Proficiency

Event and Convention Planning—Basic 02966

#### Certificate of Achievement

Event and Convention Planning—Advanced 02967

Consult with a counselor to develop a Student Education Plan (SEP), which lists the courses necessary to achieve your academic goal.

#### ATTENTION SMALL BUSINESS OWNERS AND ENTREPRENEURS:

Study small business management. Earn a Certificate that combines your education discipline with Entrepreneurship courses. For more information turn to Business Management - Entrepreneurship Education.

## CERTIFICATES

### EVENT AND CONVENTION PLANNING: BASIC

#### CERTIFICATE OF PROFICIENCY

#### CAREER/TECHNICAL (MAJOR CODE: 02966)

Prepares students to gain an entry-level position as event, meeting, and convention planners. Provides an overview of the opportunities available in the broad area of hospitality and tourism and prepares students with fundamental skills to gain employment.

#### Program Student Learning Outcome Statement:

- Student will be able to assess and plan a basic event to meet the stakeholder's needs.

CL 120	Computer Literacy	1
CIS/LIB 151	Research Using the Internet	1
EVNT 154	Introduction to Event and Convention Planning	3
EVNT 155	Event Marketing	3
EVNT 157	Corporate Event Project Management	3
<b>Total units</b>		<b>11</b>



## EVENT AND CONVENTION PLANNING: ADVANCED



### CERTIFICATE OF ACHIEVEMENT

#### CAREER/TECHNICAL (MAJOR CODE: 02967)

Prepares students to gain an entry-level position as an event, meeting, and convention planner. Provides an overview of the opportunities available in the field and prepares students with fundamental skills to gain employment.

#### Program Student Learning Outcome Statement

- Student will be able to identify and conduct comparative analyses of major historiographic and cultural perspectives, concepts, issues, historic relationships, contributions, and paradigms that are relevant to the female experience and feminist perspectives.

#### GAINFUL EMPLOYMENT:

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that “prepares students for gainful employment in a recognized occupation.”

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: [www.swccd.edu/gainfulemployment](http://www.swccd.edu/gainfulemployment).

ACCT 7	Basic Business Bookkeeping (3) OR	3–4
ACCT 101	Principles of Accounting I (4)	
BUS 210	Business English	3
BUS 290–293	Work Experience in Business I–IV	2
CIS 122B	Spreadsheet Software—Excel	1
CIS/LIB 151	Research Using the Internet	1
CL 120	Computer Literacy	1
EVNT 154	Introduction to Event and Convention Planning	3
EVNT 155	Event Marketing	3
EVNT 157	Corporate Event Project Management	3
<b>Total units</b>		<b>20–21</b>

**Note:** For other options in Event and Convention Planning, see Hospitality and Tourism Management, page 214.

# EXERCISE SCIENCE

## SCHOOL OF WELLNESS, EXERCISE SCIENCE, AND ATHLETICS

**DEAN:** James Spillers, M.S., Office H403, 619-482-6551

**FACULTY:** Duro Agbede, Ph.D.; Edward A. Carberry, M.A.; John D. Cosentino, M.A.; Melanie Durkin, M.A.; Jennifer Harper, M.A.; Dionicio Monarrez, M.Ed.; Michael Meehan, M.Ed.; Mustafa Tont, M.A., M.Ed.; Yasmin Mossadeghi, M.S.; Toni Pfister, M.S., Ed.D.; Brad Platt, M.S.; Angela Rock, M.S.

**DEPARTMENT CHAIR:** Brad Platt, M.S.; Dionicio Monarrez, M.Ed.

### GENERAL DESCRIPTION

Exercise Science is an academic area of study concerned with the art and science of physical movement. This department explores the processes through which individuals obtain optimal health, physical skills, and fitness. Learning concentrates on human movement as it affects and is affected by physiological, psychological, cultural, social, and mechanical parameters. The application of movement concepts evolves from a foundation in human anatomy, physiology, and principles of kinesiology that cover healthful living, nutrition, and emergency practices.

### CAREER OPTIONS

Below is a sample of the career options available for the exercise science major. A few of these require an associate degree, most require a bachelor's degree, and some require a graduate-level degree: athletic trainer, high school or college instructor, coach, corrective therapist, exercise test technologist, sports medicine doctor, recreation specialist, community center leader, personal trainer, rehabilitation technician, sportscaster, referee, resort sports coordinator, and sports club manager or personnel, exercise physiologist and physical therapist.

### DEGREE/CERTIFICATE OPTIONS

### MAJOR CODE

#### Associate in Arts Degree: Transfer Preparation

Exercise Science	A1360
Kinesiology (SB1440)	01365

#### Certificate of Achievement

Fitness Specialist Certification—Advanced	01362
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#### Certificate of Proficiency

Fitness Specialist Certification—Basic	01361
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Consult with a counselor to develop a Student Education Plan (SEP), which lists the courses necessary to achieve your academic goal.

