

Event and Convention Planning

Departments of Business, Accounting, and Office Information Systems

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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

Certificate of Achievement

Event and Convention Planning—Advanced	02967
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Certificate of Proficiency

Event and Convention Planning—Basic	02966
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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.

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.

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
Total units		11

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.

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 (2–4)	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
Total units		20–21

Note: For other options in Event and Convention Planning, see Hospitality, page 172.

