Florida State University Panama City

College of Applied Studies

Graduate Certificate in Event Management

Program Policies

PURPOSE:

The Graduate Certificate in Event Management is a program in the Recreation, Tourism and Events program, College of Applied Studies. The program is designed to provide online advanced education to professionals employed in areas responsible for managing events in the public, non-profit and private sectors. Courses offered can benefit individuals employed in industries such as parks and recreation, event planning, public relations, marketing, sports management, non-profit management, resort and commercial properties, hospitality and hotel properties, meeting planning, association management, federal, state and local government.

PROGRAM INFORMATION

This program requires 12 credit hours of course work delivered online. Four courses provide students with advanced knowledge and practical experience for work managing events. The education and skills learned in the courses will provide the latest techniques for today's event management professional. Students who do not have education, training or experience in event planning are strongly encouraged to seek volunteer opportunities with a local event provider to gain experience while enrolled in the certificate courses.

ADMISSION CRITERIA

Acceptance into the Graduate Certificate in Event Management program is based on the following requirement:

- Earned baccalaureate degree from an accredited college/university
- Acceptance by Florida State University as a graduate degree seeking or graduate-level non-degree seeking student.

Courses offered in the Graduate Certificate in Event Management program can be taken as part of a regular graduate program of study, or through enrollment as a part-time non-degree seeking student. Students enrolled in a graduate degree program of study may enroll in the courses without applying to the Graduate Certificate in Event Management program. However, to earn the certificate the student must apply and be accepted to the program within enrollment in the first certificate course taken. Students enrolling as a non-degree seeking student must submit the application and supporting documentation by the deadline for the term for which enrollment is desired.

Admission to the Graduate Certificate in Event Management program is neither a degree program, minor nor a certification. To receive the Graduate Certificate in Event Management, students must complete the required nine (9) hours of course work and a three (3) hour practicum in a Graduate Certificate in Event Management program approved events setting. Additional requirements for the Practicum are the completion of the required professional portfolio and earning a grade of B or higher.

ALL Graduate Certificate in Event Management program students must have achieved a cumulative 3.0 (B) grade point average in all graduate certificate courses attempted in order for the graduate certificate to be granted. The Certificate must be completed within a five year time period from the date of acceptance into the program.

Transfer credit hours from other universities or colleges will not be accepted.

ADMISSIONS

Application for admission to the Graduate Certificate in Event Management program may be made by any graduate student in good standing at Florida State University, or by any individual eligible to enroll as a graduate-level non-degree-seeking student.

Application to both the University and the Graduate Certificate in Event Management program must be completed using the approved respective applications:

- Online Admission Application as Non-Degree Seeking Student

  https://admissions.fsu.edu/NonDegreeApp/

The completed application for admission and associated processing fee must be submitted online by the deadline for the term for which enrollment is desired.

- August 1 for admission in the Fall semester
- December 1 for admission in the Spring semester
- May 1 for admission in the Summer semester

Students will complete the official application for admission to the Graduate Certificate in Event Management program, which includes:

- Graduate Certificate in Event Management program, Attachment A
  o Two letters of recommendation
  o Resume
  o Statement of professional career goals

The application and required documents must be submitted to the Graduate Certificate in Event Management Program Coordinator, College of Applied Studies, FSU Panama City by the deadline for the term for which enrollment is desired. Completed applications can be submitted by mail to: P.O. Box 3061272, Tallahassee, FL 32306-1272 or e-mail to: rprince@fsu.edu.

- August 1 for admission in the Fall semester
- December 1 for admission in the Spring semester
- May 1 for admission in the Summer semester

Upon receipt of the application and supporting documentation, the Graduate Certificate in Event Management program coordinator will respond within 15 days regarding the status of the application: completed and approved, completed and denied, pending receipt of specific required information.

Once accepted, the student will be responsible for adhering to all program requirements and University deadlines, i.e. tuition and fees.

P.O. Box 3061272, Tallahassee, FL 32306-1272   http://pc.fsu.edu/   Telephone: (850) 645-9773

Adopted: June 2, 2011, Revised: August 10, 2015

PROGRAM COSTS

The courses in this program have been developed and are delivered by full-time faculty or by adjuncts who have repeatedly taught courses and/or have extensive experience in the events management industry. Distance learning students, therefore, have the same high quality instruction as students on the main campus, plus special assistance from The Office of Distance Learning to insure success. The University Board of Trustees establishes tuition and fees. Distance learning students are expected to pay tuition and other associated fees. For the current rate of tuition and fees, please visit the Graduate Certificate in Event Management Program Costs: http://pc.fsu.edu/Academics/Graduate-Certificate-in-Event-Management

Tuition and Fees

- Tuition: Florida resident, per credit hour as established by the University Board of Trustees
- Tuition: Non-Florida resident: per credit hour as established by the University Board of Trustees
- Additional Fees: as established by the University Board of Trustees.
- Books: we estimate the cost of books and course materials for an academic year to be $350.00. Students are responsible for the cost and shipping fees of all books and course materials.

TECHNOLOGY REQUIREMENTS

The courses for the Graduate Certificate in Event Management program are delivered in an online internet based format. Students are required to obtain a FSU e-mail account in order to access the course website. In order to complete class requirements, class participants will need to be able to:

- Access the Internet,
- Download and upload Word documents, and PDF files,
- View internet based video presentations,
- Create and maintain social media accounts, such as Facebook, Twitter, Pinterest.
- Send and receive e-mails using the approved assigned FSU student e-mail address.

Florida State University uses *Blackboard* for its distance learning instructional platform. For more information regarding technology requirements to use Blackboard, please go to: my.fsu.edu

COURSE EXPECTATIONS AND POLICIES MINIMUN COURSE GRADES AND GPA

ALL Graduate Certificate in Event Management program students must have achieved a cumulative 3.0 (B) grade point average in all Graduate Certificate in Event Management courses attempted in order for the Graduate Certificate in Event Management to be granted. In addition, students must earn a grade of B or higher in the final course LEI 5942 Practicum in Events. Courses are graded on a letter grade system. Courses are not eligible for S/U grading and cannot be audited.

The Certificate must be completed within a five year time period from the date of acceptance into the program.

ACADEMIC HONOR POLICY

The Florida State University Academic Honor Policy outlines the University's expectations for the integrity of students' academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are

responsible for reading the Academic Honor Policy and for living up to their pledge to ". . . be honest and truthful and . . . [to] strive for personal and institutional integrity at Florida State University." (Florida State University Academic Honor Policy, found at http://fda.fsu.edu/Academics/Academic-Honor-Policy)

All courses in the Graduate Certificate in Event Management program have a zero tolerance policy for academic dishonesty. The university provided anti-plagiarism tool is used for all submitted assignments. All work   submitted is expected to be the original work of the student. Falsification of information and/or detection   of plagiarism and other forms of cheating will result in a grade of "F" in the course and expulsion from the   certificate program.

QUALITY OF WORK PRODUCT

Graduate students are expected to apply basic rules of grammar and spelling to written work, including during the use of the Discussion Board and e-mail correspondence. Blackboard includes a spell check tool in the Discussion Board forum and assessment formats. Students are expected to use them. If a student's work in a course indicates that remediation is needed in these skills, students will be informed of these opportunities and be expected to take advantage of them.

GRADE REQUIREMENTS

LEI 5316 Event Planning Management: In order to pass this course, you must earn an overall grade of C or higher.

LEI 5317 Event Issues in Ethics and Risk Management: In order to pass this course, you must earn an overall grade of C or higher.

LEI 5563 Event Marketing: In order to pass this course, you must earn an overall grade of C or higher.

LEI 5942 Practicum in Event Management: In order to pass this course, you must earn an overall grade of B or higher.

Note: ALL Graduate Certificate in Event Management program students must have achieved a cumulative 3.0 (B) grade point average in all   graduate certificate courses attempted in order for the graduate certificate to be granted. Therefore,   earning the minimum grade allowed for each course will not equal the required 3.0 (B) grade point average.

COURSE DESCRIPTIONS

LEI 5316 Event Planning Management (3 credit hours)

This is an advanced course in event management. The focus will be on managerial aspects of event operations such as economic impact, assessment, infrastructure, safe operations, staging and production, food and beverage operations, vendors and volunteers.

LEI 5317 Event Management Issues in Ethics and Risk Management (3 credit hours)

This is an advanced course in event management. The focus will be on issues and considerations in event planning relative to ethics, risk management and safety.

LEI 5563 Event Marketing (3 credit hours)

This is an advanced course in event marketing and sponsorships acquisition. The focus will be on the components required for development of marketing plans for the various venues in the events managements industry, including sponsorship acquisition.

LEI 5942 Practicum in Event Management (3 credit hours)

This course is designed to provide students an opportunity to apply knowledge, skills and abilities developed during their academic preparation in the certificate courses. It is also aimed at helping students gain valuable experience in management of events. Practicum may take place with a variety of agencies that have quality event programs and services, the desire and ability to cooperate in providing a stimulating learning experience and qualified personnel to supervise students. Students complete a minimum of 150 hours over an extended period of time, but not less than twelve weeks. Please see Attachment C, Agency/Organization Selection and Expectations.

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