Gain a solid foundation in convention sales and management, including the scope of convention properties, budgeting, contracting and risk management. Learn marketing and sales strategies to attract convention and meeting markets, and learn the techniques you need to meet the needs of meeting and convention services.

Description

The U.S. meetings, conventions and exhibitions industry generates more than $120 billion a year, supporting nearly two million jobs. Students can explore this exciting growth industry with the convention sales and meeting planning certificate program. The demand for professionals is strong, and this program provides an excellent foundation for enhancing career opportunities nationally, regionally and locally.

Phoenix is a major convention and meeting destination. There is a need for qualified professionals to service conventions and meetings, due in large part to the $600 million investment in the Phoenix Convention Center expansion, development of new hotels and other visitor-related products, and the steady influx of corporate headquarters relocating to the greater Phoenix area.

The certificate, which has been endorsed by the Greater Phoenix Convention and Visitors Bureau and the Arizona Sunbelt Chapter of Meeting Professionals International, enhances a graduate's career opportunities as a tourism professional.

At a Glance

- **College/School:** Watts College of Public Service & Community Solutions
- **Location:** Downtown Phoenix campus

Program Requirements

Certificate Map (Archives)
2020 - 2021 Certificate Map
The certificate requires 15 credit hours: three required core courses (9 credits) and two elective course (6 credits). Courses taken as part of a university major may count toward that degree and the certificate. Requirements can be met online. All core classes and some elective classes are taught online at least once a year. To earn the certificate, students must complete a minimum of 12 upper-division credit hours. An application to the program is required.

**Required Core Courses -- 9 credit hours**

- TDM 345: Meeting and Convention Planning (3)
- TDM 350: Tourism, Recreation and Sports Marketing (3)
- TDM 386: Convention Sales and Management (3)

**Electives (choose two, one must be upper-division) -- 6 credit hours**

- NLM 310: Volunteer Management (3)
- PRM 145: Special Events Management (3)
- TDM 205: Introduction to Travel and Tourism (G) (3)
- TDM 225: Introduction to Resort and Hotel Management (3)
- TDM 458: International Tourism (G) (3)

**Standards**

1. Fifteen credit hours of graded classroom coursework are required (no internship, no independent study).
2. A minimum "C" (2.00 on a 4.00 scale) grade is required for all classes in the certificate.
3. A minimum GPA of 2.00 is required for those pursuing the certificate.

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this certificate.

**Enrollment Requirements**

**Other Enrollment Requirements**: None

Students wishing to pursue the convention sales and meeting planning certificate should consult an academic advisor in the School of Community Resources and Development.

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.
Contact Information

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