

Convention Sales and Meeting Planning, C

PPTDMCERT

Whether you dream of a career in the field of convention sales and meeting planning in the corporate world or in nonprofits, this certificate program gives you a competitive edge.

Description

The certificate program in convention sales and meeting planning provides students a solid foundation in convention sales and management by incorporating the scope of convention properties, budgeting, contracting and risk management. Students can explore this exciting growth industry, learn marketing and sales strategies to attract convention and meeting markets, and master the techniques required for accommodating the needs of meeting and convention services.

The U.S. meetings, conventions and exhibitions industry generates more than \$120 billion a year, supporting nearly two million jobs.

Phoenix alone 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 Solut](#)
- **Location:** [Downtown Phoenix](#)

Program requirements

[2024 - 2025 Certificate Map](#)

[Certificate Map \(Archives\)](#)

The certificate requires 15 credit hours: three required core courses (nine credits) and two elective courses (six 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

[CRD 350: Tourism, Recreation and Sports Marketing](#) (3)

[TDM 345: Meeting and Convention Planning](#) (3)

[TDM 386: Convention Sales and Management](#) (3)

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

[NLM 310: Volunteer Management \(CIVI\)](#) (3)

[PRM 145: Special Events Management](#) (3)

[TDM 205: Introduction to Travel and Tourism \(GCSI OR G\)](#) (3)

[TDM 225: Introduction to Hotel, Resort and Lodging Management](#) (3)

[TDM 458: International Tourism \(GCSI OR G\)](#) (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.

Prerequisite courses may be needed in order to complete the requirements of this certificate.

Enrollment requirements

Other Enrollment Requirements: None

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.

Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Apply programmatic principles relevant to the convention industry to a variety of scenarios.
- Plan an event using current practices and concepts.

Career opportunities

The field of convention sales and meeting planning comprises a multitude of areas, including fundraising, recruitment, coordination, supervision and a variety of management responsibilities. The demand for professionals is high, and this program provides an excellent foundation for enhancing career opportunities nationally, regionally and locally.

Contact information

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