

# EVENT MANAGEMENT

**Program:** EVNT

**Credential:** Ontario College Graduate Certificate

**Delivery:** Full-time + Part-time

**Work Integrated Learning:** 1 Field Placement

**Length:** 2 Semesters

**Duration:** 1 Year

**Effective:** Fall 2020

**Location:** Barrie

## Description

Events can be used to stimulate economies, develop community awareness, increase public involvement, improve quality of life, raise funds and market products. Managing a successful event of any size requires extensive know-how and planning. In Georgian's Event Management program, students gain the skills and experience to prepare them for an exciting career in a fast-paced industry that relies on client satisfaction. The curriculum, designed by industry professionals, enables students to explore current trends and technologies that drive the industry. Students have an opportunity to gain hands-on experience planning, marketing, executing and evaluating events. By the end of the program, they are equipped with the knowledge, skill, and practical experience to find employment in the event industry.

## Career Opportunities

Special events happen in virtually all industries, geographical areas, and climates. Communities hold festivals and public events, conferences and live events. There is also a demand for qualified professional planners in event planning in the not-for-profit sector. Graduates may find employment with Charitable organizations/Not for profits, Community and Sports Associations, Meeting and Convention planning, Hotels and Resorts, Convention Centres, Destination Management and Marketing and PR firms.

## Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. develop and implement financial initiatives;
2. plan, design and coordinate effective site and facility operations;
3. apply the principles of marketing to events;
4. apply strategies for effective human resource management to events;
5. create, plan and implement effective programming for events;
6. apply accounting and financial knowledge and skills to the operation of events;
7. apply business administration skills to the operation of events;
8. apply the principles of professionalism and ethics to event management;
9. apply basic entrepreneurial strategies to identify and respond to new opportunities;
10. employ environmentally sustainable practices within the profession;
11. apply basic knowledge to make appropriate recommendations in a catering enterprise.

## Program Progression

The following reflects the planned progression for full-time offerings of the program.

### Fall Intake

- **Sem 1:** Fall 2020
- **Sem 2:** Winter 2021

## Articulation

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <http://www.georgiancollege.ca/admissions/credit-transfer/>

## Admission Requirements

- Post-secondary diploma, or degree, or equivalent

Applicants who are lacking the above requirements may be considered upon submission of a resume, letter of intent and portfolio showing evidence of experience in a related field with a minimum of three years event management experience.

## Graduation Requirements

10 Program Courses

1 Field Placement

### Graduation Eligibility

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

## Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		Hours
Program Courses		
EVNT 1002	Event Finance and Management	42
EVNT 1008	Event Marketing	42
EVNT 1010	Project Management	42
EVNT 1011	Applied Event Operations	84
EVNT 1012	Sales, Sponsorship and Fundraising	42
Hours		252
Semester 2		
Program Courses		
EVNT 1013	Risk Management	40
EVNT 1014	Human Resources and Volunteer Management	40
EVNT 1015	Catering Management	40
EVNT 1016	Event Branding and Digital Communication	40
EVNT 1017	Entrepreneurship and New Ventures	40
Field Placement		

EVNT 1018	Field Placement	140
	Hours	340
	Total Hours	592

## Graduation Window

Students unable to adhere to the program duration of one year (as stated above) may take a maximum of two years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

*Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.*