

EVENT MANAGEMENT

wmich.edu/humanperformance/academics

Bachelor of Science



ABOUT THE PROGRAM

This interdisciplinary program empowers students to create their own event management pathway. The core program focuses on event ideation, program design, technology, execution management, budgeting, and community engagement and is experientially based with both in-class and off-campus learning. Students are provided with opportunities to work with community businesses to experience the challenges of event implementation. Curriculum is designed to support the Meeting Planner International (MPI) Standards with courses that focus on the meeting and business event competency standards industry subsets.

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In event management we do lots of hands on learning and you get the opportunity to decide what events you would like to plan.

■ Mallory, student



Students may **build their own pathway** by choosing from a variety of elective courses offered within many departments across the University.



According to the U.S. Department of Labor, demand for job positions in this industry is **expected to grow by 18% from 2021 to 2031**, which is significantly faster than the average occupational growth.

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WESTERN MICHIGAN UNIVERSITY
College of Education
and Human Development

BUILD YOUR OWN PATHWAY

This program provides focused career exploration for students as they individualize a program that incorporates both theory and practice within their academic pathway.

- Wedding and corporate events
- Festivals and music directed events
- Non-profit events
- Conventions, corporate meetings and trade shows

PROGRAM STRENGTHS

- This program enables students to interact with professionals in the fields of event management, utilizing service learning and getting class credit while working in the field. This includes the planning and execution of events such as popups, catering, conventions and exposition management.
- Curriculum is designed to support the Meeting Planner International (MPI) Standards with courses that focus on the meeting and business event competency standard industry subsets.
- 100% of event management students complete an internship or field experience.

EVENT MANAGEMENT MINOR

The minor offers students of the Department of Human Performance and Health Performance at Western Michigan University the opportunity to learn the management techniques needed to successfully plan, implement and evaluate meetings, festivals and special events. Course materials will provide theory and applications that will prepare students for careers event planning in the commercial, non-profit and governmental sectors. The program consists of 15 hours of required courses and the completion of HPHE 1700 as a cognate.



In a recent report on career opportunities, U.S. News & World Report ranked Event Management in the **Top 20 Best Business Jobs**.

TOP 20



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