



WESTERN
ILLINOIS
UNIVERSITY
Quad Cities

POST-BACCALAUREATE CERTIFICATE IN EVENT PLANNING AND MANAGEMENT (EPM)

Higher Values in Higher Education

Academic Excellence • Educational Opportunity
Personal Growth • Social Responsibility

The Departments of Recreation, Park and Tourism Administration and Dietetics, Fashion Merchandising, and Hospitality offer this interdisciplinary, skill-based program to provide students with an understanding of event industry best practices, as well as theoretical, legal, and economic considerations related to design, fiscal planning, food sanitation and security, and risk management. It provides opportunities for individuals interested in obtaining entry-level and mid-level positions in event planning and management, as well as seasoned practitioners wanting to advance their knowledge of theoretical and applied best practices in commercial, public, and nonprofit environments.



Program Location: Quad Cities

Admission Requirements

Applicants for admission to post-baccalaureate certificate programs must hold a bachelor's degree from an institution that is accredited by the appropriate regional accrediting agency with an overall grade point average of 2.75 or a GPA of 3.0 for the last two years. Applicants must submit a goals statement, transcripts, a résumé, and three letters of recommendation to be considered for admission into this program.

Application for admission must be made online (wiu.edu/grad/apply) for first-time applicants or through the appropriate admission form (wiu.edu/grad/pbcapp) for current graduate students.

Academic Requirements

Students must have a cumulative 3.0 GPA for all coursework required for completion of the certificate. A post-baccalaureate certificate will not be awarded to a student who earns more than 3 semester hours (SH) of "C," "D," "F," or "U" grades in the graduate level courses required for the completion of the certificate. No course for which a student has received a grade of "D" or less may be used to satisfy certificate requirements. Transfer work or course substitutions are not allowed in the certificate programs. The work required for the certificate must be completed within three calendar years.

If approved by the specific academic department, courses taken to satisfy certificate requirements may be used to satisfy post-baccalaureate degree requirements at the University.

Distinctive Features

Students will obtain not only classroom instruction, but also fieldwork experience during the completion of this program. Face-to-face instruction occurs on specified Saturdays to provide opportunities for practitioners already in the field to work while completing the certificate. In addition, the timing of the classes on specified Saturdays allows graduate students on the Macomb campus and practitioners from surrounding areas a more convenient time for travel. The program is unique in offering a for-credit certificate rather than the continuing education or non-degree certification seen at other institutions.

Courses

I. Core Courses	12 SH
HM 500 Fiscal Planning and Management for Events	3 SH
HM 501 Risk Management and Safety for Events	3 SH
RPTA 563 Event Protocol and Promotion	3 SH
RPTA 567 Best Practices in Event Planning and Management	3 SH
RPTA 604 Comprehensive Examination for Events	0 SH
II. Directed Electives	6 SH
Choose two from the following:	
IDT 525 Grant Writing Basics	3 SH
KIN 545 Sport Facility and Event Management	3 SH
MST 501 Museum Administration	3 SH
MST 502 Museum Exhibition	3 SH
RPTA 424G Fund Raising and Volunteerism in Leisure Services	3 SH
RPTA/HM 455G Casino Management	3 SH
Total Program	18 SH

Certificate Requirements

The program requires completion of 18 SH of core courses. Students are also required to earn a score of at least 80 percent on the comprehensive examination covering the core course content. The examination will be administered in the fall and spring semesters and may be taken a maximum of three times.

Contact Information

For admissions process and general program information, contact the School of Graduate Studies, Western Illinois University, 1 University Circle, Macomb, IL 61455, (309) 298-1806, (877) WIU GRAD toll-free, Grad-Office@wiu.edu, wiu.edu/grad.

For specific program information, contact Assistant Professor Katherine Broughton, Department of Recreation, Park and Tourism Administration/Dietetics, Fashion Merchandising and Hospitality, Western Illinois University—Quad Cities, QC Complex 1221, 3300 River Drive, Moline, IL 61265, (309) 762-3999 ext 62353, KA-Broughton@wiu.edu.

WIU.EDU/RPTA