

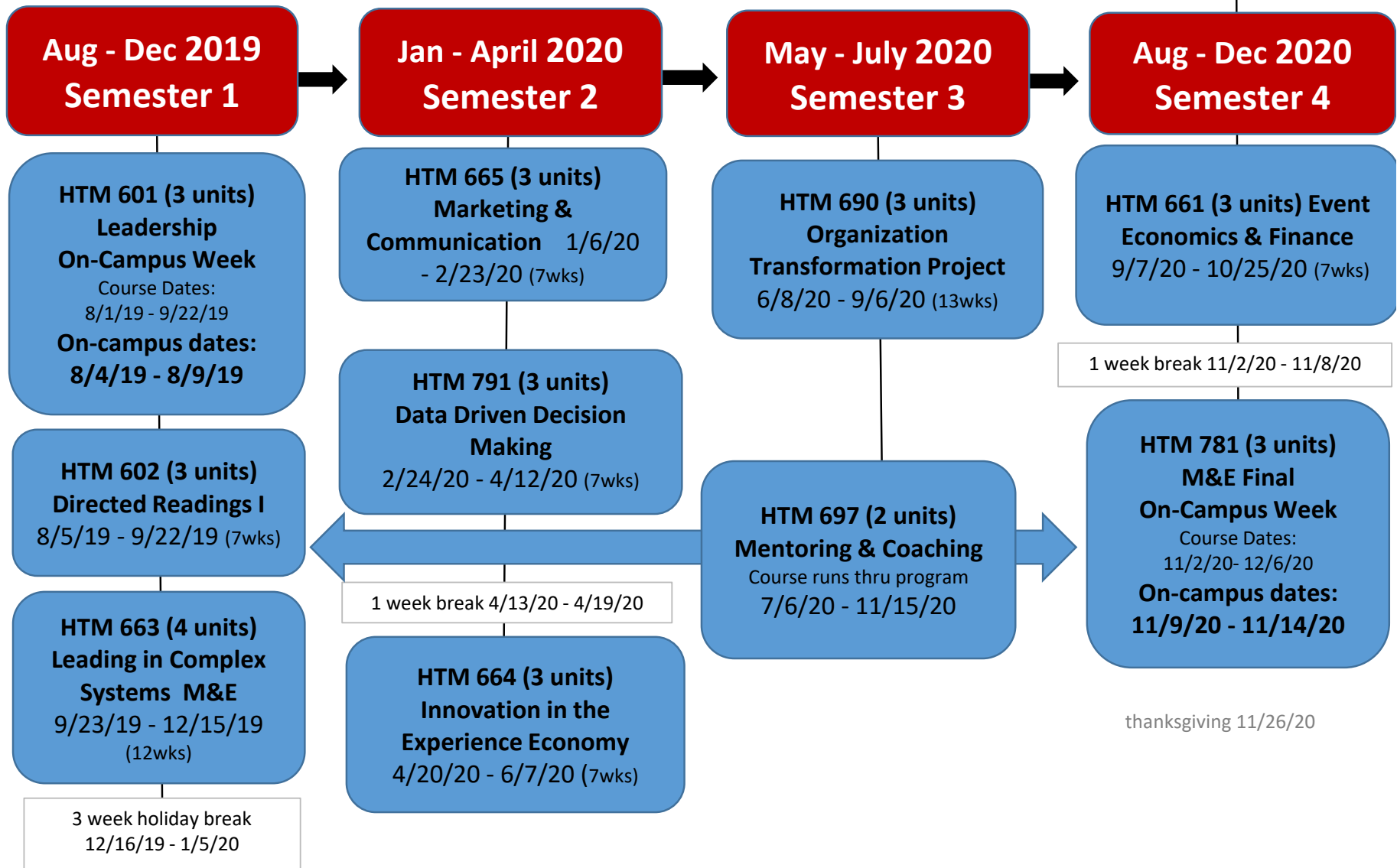
Master's in Meetings and Events Course Calendar

COHORT #ME1 - starting August 2019



**SAN DIEGO STATE
UNIVERSITY**

L. Robert Payne School of Hospitality
& Tourism Management



Questions? Contact Candy Flynn at (619) 594-5110 or cflynn@sdsu.edu

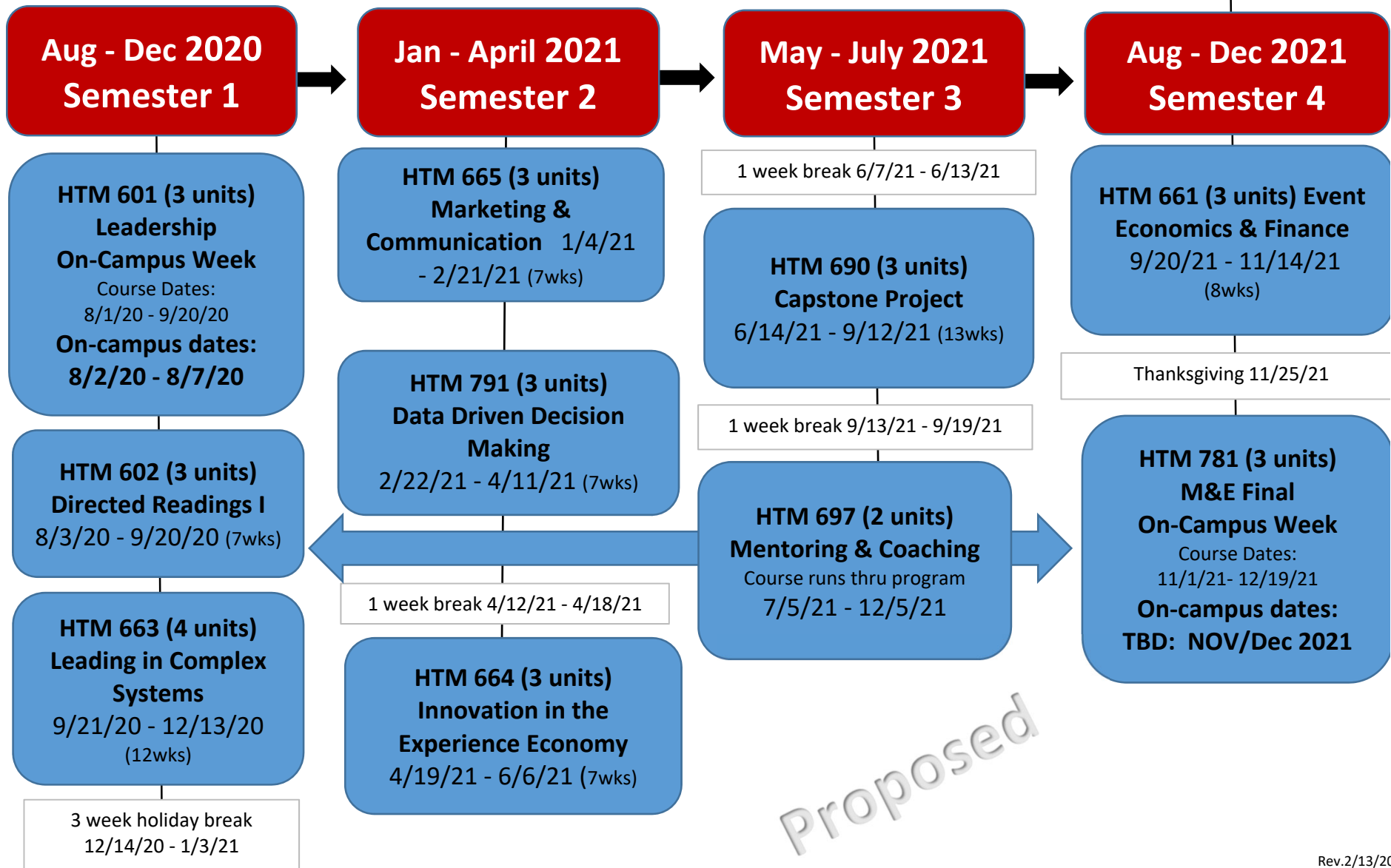
Master's in Meetings and Events Proposed Course Calendar

ME COHORT #2 - starting August 2020



SAN DIEGO STATE UNIVERSITY

L. Robert Payne School of Hospitality & Tourism Management



Proposed

Master's in Meeting and Event Program Course Descriptions

The Meeting & Event Management master's program is designed to proactively address the most pressing challenges in your profession. Our curriculum tailors you to be a leader in the Meeting & Events Management industry as you gain next-level knowledge in the field of Meeting & Event Management and connect with industry leaders.

HTM 601 – On Campus Week # 1

What is the HTM program all about? This is a week-long on campus orientation dedicated to answering that very question. You will get a glimpse at what lies ahead in the program, undergo multiple personal assessments to help map out where your leadership skills currently are versus where you want them to be, and begin to craft your own Leadership Development Plan. You'll also be bonding with your fellow Cohort mates while participating in team-based experiences on and off campus. This course will set the tone and the platform for your 18-month journey towards becoming a more effective leader...and a true "Master." (3 units)

HTM 602 - Directed Readings Part I

Instead of building a class with textbooks featuring hypothetical theories on leadership and business, we decided to build a readings course around the kind of books currently being shared by C-level executives with each other. The reading list for this course includes some of the best books out there on business, leadership, complex systems, innovation, and change management. Previous students will tell you that this course connects them to the pulse of what is happening now and what is coming down the road in the world of business and leadership. It is also one of our most stimulating – and shared – intellectual experiences. (3 units)

HTM 653 - Leading in Complex Human Systems

What does it take to be a successful leader – particularly in times of rapid change, new competition, and increasing complexity? This course will explore how to handle one of the most difficult aspects of leadership: human relationships. You will perform an audit of the culture of your own organization to determine what makes it tick and how one might go about improving it. You will also continue the process – begun during your initial On Campus Week – to design and set the groundwork for your Capstone Project (see below). (4 units)

HTM 665 - Marketing and Communications in Meeting and Events

Contemporary concepts, techniques, and practices that promote effective marketing management in the Meetings & Events profession. Evaluate the dynamic Meeting and Events Industry thru multiple forms of market, guest, competitive, and margin analysis. (3 units)

HTM 791 - Data Driven Decision Making in Meetings & Events

This course covers state-of-the-art analytical techniques applicable to the assessment of program effectiveness within the Meetings and Events industry. Attention is paid to critical thinking skills, Design Thinking tools, Data Visualization, and the construction and presentation of effective analytical reports. (3 units)

HTM 664 - Innovation in the Experience Economy

Concepts, techniques, and practices that promote effective analytics for innovation and change management in the Meetings & Events industry. Constructing innovation initiatives to shape an effective communications plan based upon analysis of the relevant stakeholders. (3 units)

HTM 661 - Event Economics and Finance

Concepts, techniques, and practices that promote effective financial management in the meetings and events industry. Case studies and projects provide practical application of critical skills. (3 units)

HTM 690 - The Capstone Project

This is the centerpiece of the Master's curriculum. You will be asked to begin thinking about it before you even register for your first course and you will hit top gear on it during your second summer in the program. The ability to lead a company through challenging change and/or innovation programs is likely to be one of the big difference makers for those who will rise to the top of the 21st century organization. In this 12-week period, you will finally execute an In-Company Project that will make a materially positive impact on your firm. (3 units)

HTM 696 – HTM Mentor Program

You will be assigned an industry Mentor upon entering the program. We will create the best match available for you based upon both your background and your aspirations. Over the course of the program, you will meet with your Mentor on a monthly basis to discuss your Leadership Development goals, your Capstone Project, your coursework and your career objectives. Each month, you will recap those meetings in a monthly Digital Journal. This program is a critical overlay on the Master's experience. (2 units)

HTM 780 – On Campus Week # 2

All of your hard work over the duration of the program will culminate in a one-week recap of the major things you've learned – including a team project for which you'll present a solution on your final day to a panel of Faculty and industry experts. You'll also get a chance to network with program alumni and members of the next Cohort and enjoy a high-energy Graduation Reception on your final evening. (3 units)