

DESTINATION & EVENT MANAGEMENT CERTIFICATE

This 4-course certificate will equip students with basic competencies in destination and event management, making them better able to compete in the labor market for positions in the tourism business, broadly defined.

Students will complete two courses at the Stillman School and two at our partner institution, Management Center Innsbruck (MCI), in Austria, to earn the credential. Because MCI is AACSB-accredited just as is the Stillman School, while students take their required coursework at MCI for the certificate, they can also take additional courses toward their Stillman degree during the semester they are at MCI. MCI courses are only offered for this credential during the Spring semester.

Students must meet the prerequisites for the courses in the certificate.

Students outside of Stillman are eligible to earn the certificate if they meet the prerequisites for the Stillman courses in the certificate.

Code	Title	Hours
Core Courses:		
<i>Select two:</i>		6
BMKT 3615	Consumer Behavior	
BMKT 4639	Digital Marketing	
BMKT 4640	Building and Maintaining Strong Brands	
BMGT 4560	Project Management	
Management Center Innsbruck (MCI) Courses:		
<i>Select two:</i>		6
	International Tourism Management	
	International Destination Management	
	Alpine Tourism	
Total Hours		12