

Event Leadership



ROSEN COLLEGE OF HOSPITALITY ■ UNIVERSITY OF CENTRAL FLORIDA ■ ORLANDO

Program Description

The event industry faces a new future which will be driven by emerging technologies, more demanding clients and consumers, the search for sustainability and social justice, highly engaging in-person, virtual and hybrid event formats, event analytics, and the need for new leaders in the field to manage the complexity and dynamism of the event industry of the future.

This fully online, 30-credit cohort program is designed to educate students on these trends, enable them to understand the market(s), and develop strategies for events to succeed in the highly competitive event landscape. In addition to the necessary management and leadership skills to equip them for success, the program will introduce destination and international contexts that underpin event design and delivery as well as provide the legal, analytical, and reflective leadership skills to succeed.

Earning the MS in Event Leadership will be achieved via highly experienced faculty delivery to a cohort group of students who will be encouraged to immerse themselves in the study of events to become future industry leaders or expand their current capabilities in the industry.

Build upon your strengths and interests, broaden industry knowledge, and sharpen your leadership strategies at Rosen College. We will incorporate your professional experiences into our interactive learning environment. The typical Master's candidate holds an undergraduate degree in event, hospitality, business management, or a related discipline and works for a leading event or hospitality organization. Prospective students should have at least 3-5 years of experience within the event industry and an interest in achieving senior-level leadership positions within the field.

- Available fully online
- Cohort program for an immersive educational experience
- Fall term start only
- Courses delivered in 7-week blocs in fall and spring terms and 6-week blocs in the summer term
- 30 Credit Hours Minimum beyond the Bachelor's Degree
- Complete in 5 consecutive terms
- In-state tuition applies to Florida residents
- Outstanding career opportunities

Curriculum

Graduates will be trained and well-positioned for senior-level positions by developing skills that correlate across all event segments, including business, sports, festivals and fairs, government, non-government, educational, and religious events. Graduates will be well-positioned for senior-level positions by being able to:

- Communicate to a high professional standard both in writing and orally and be critical and constructive assessments
- Critically analyze the macro event environment and those internal and external trends and forces for change impacting event success
- Evaluate how sustainability and social responsibility impact event design, development, and implementation
- Critically examine the role of technology, technological innovations, and analytics in the global event industry



Hospitality and Tourism Management MS program may be completed fully online.

See <https://www.ucf.edu/online/degree/event-leadership-ms/>

The Rosen College Advantage

LEADERSHIP - PROFESSIONALISM - SERVICE

- International students welcomed from around the globe
- Dedicated academic advisers to guide you through your advanced degree program
- Located in the heart of hospitality, Rosen College provides access to industry careers in lodging, restaurants, theme parks and attractions, entertainment, events, sports, technology, education and more
- Many graduates rise to senior management in two to three years
- More than 97 percent of students have full-time jobs upon graduation
- A rapidly growing network of 12,000+ alumni worldwide

Rosen College Graduates Work for:

- Event Director/Senior Vice President Event Planning
- Convention and Conference Management
- Sports Event Marketing Manager
- Destination Marketing Manager
- Festival Director
- Directors of Marketing

Coursework:

- HMG 6507 Event Trends, Technology and the Macroenvironment – 3 CH
- HMG 6002 Advanced Event Design – 3 CH
- HMG 6563 Marketing of Events – 3 CH
- HMG 6568 Destination Planning for Events – 3 CH
- HMG 6012 Events Across Borders – 3 CH
- HMG 6010 Relationship Management in Events – 3 CH
- HMG 6584 Event Analytics – 3 CH
- HMG 6604 Legal Environment of Events – 3 CH
- HMG 6011 Contemporary Issues in Event Management – 3 CH
- HMG 6220 The Reflective Leader – 3 CH

For More Information

 **855-903-8576**

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ORLANDO, FLORIDA 32819-8701

For information on applying to be an undergraduate student, e-mail rosenadmission@ucf.edu.

ESTIMATED 2022-23 COST*


Florida Resident Costs

COSTS
\$327.32
PER CREDIT HOUR

30
CREDIT HOURS 

Non-Florida Resident Costs

COSTS
\$1,151.72
PER CREDIT HOUR

30
CREDIT HOURS 

For a more detailed breakdown of graduate fees, please visit:

<https://studentaccounts.ucf.edu/tf-graduate/>

Financial Aid Options

FINANCIAL AID INFORMATION
[UCF.EDU/FINANCIAL-AID](https://ucf.edu/financial-aid)



SCHOLARSHIPS
[UCF.ACADEMICWORKS.COM](https://ucf.edu/academicworks)

Rosen College Location



 **Rosen College of Hospitality Management**

UNIVERSITY OF CENTRAL FLORIDA