Special Events Management, Minor

HSEVNMN

Description

The minor in special events management is designed to offer students a solid understanding of special events programming and management. In addition to the two-tiered special events course, which provides basic and advanced instruction as well as experiential learning opportunities through event production, students will be able to select electives to meet their interests.

The minor allows students enrolled in other undergraduate programs at ASU to broaden their educational experiences. Students from such various disciplines as business, communication and many others find this program a beneficial supplement to their existing program.

At a Glance

- College/School: College of Public Service and Community Solutions
- Location: Downtown Phoenix campus

Program Requirements

The minor requires 15 credit hours: six credit hours of required courses and nine credit hours of elective courses.

Required Core Courses

- PRM 486: Special Events Management(3)
- PRM 487: Advanced Special Events Management or CSM 485: Sports Events(3)

Electives: (choose three courses from the following list)

- NLM 300: Fund Raising and Resource Development(3)
- PRM 203: Program Planning(3)
- PRM 304: Recreation Planning and Facility Development (L)(3)
- PRM 475: Entrepreneurial Recreation and Tourism(3)
PRM 484: Internship (1-12)
TDM 205: Introduction to Travel and Tourism (G) (3)
TDM 345: Meeting and Convention Planning (3)
TDM 350: Tourism, Recreation and Sports Marketing (3)
TDM 458: International Tourism (G) (3)

Standards

1. 15 credit hours of graded course work (no independent study)
2. minimum grade of "C" (2.00 on a 4.00 scale) required for all classes in the minor
3. minimum GPA of 2.00 for those pursuing the minor
4. a major other than parks and recreation management or tourism development and management
5. should be a junior to take 400-level courses
6. no double counting of courses for a major and the minor

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this minor.

Enrollment Requirements

GPA Requirement: 2.00

Majors Ineligible to Add This Minor: parks and recreation management; tourism development and management; tourism development and management (sustainable tourism); tourism development and management (resort and hotel leadership)

Other Enrollment Requirements: None

Students in most majors may pursue at least one minor and, upon successful completion of the prescribed coursework, have that accomplishment officially recognized on the ASU transcript at graduation if the college (and in certain colleges, the department) of the student's major allows the official recognition of the minor.

Students wishing to pursue the special events management minor should consult an academic advisor in the college or department of the major to make sure the college or department of the major allows the recognition of the minor.

Note: Certain major and minor combinations may be deemed inappropriate either by the college or department of the major or minor. Courses taken as part of a university minor may not count toward the major degree and the minor. For example, students pursuing a BS degree in either parks and recreation management or tourism development and management are not eligible to complete this minor.
Contact Information

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