Description

The minor program 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 are 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**: Watts College of Public Service & Community Solut
- **Location**: Downtown Phoenix campus

2018 - 2019 Major Map
Major Map (Archives)

Program Requirements

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

**Required Core Courses -- 6 credit hours**

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

**Electives (choose three courses) -- 9 credit hours**

- NLM 300: Fund Raising and Resource Development (3)
PRM 203: Program Planning (3)
PRM 304: Recreation Planning and Facility Development (L) (3)
   Notes: Offered Fall only
PRM 475: Entrepreneurial Recreation and Tourism (3)
PRM 484: Internship (3)
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: BS in parks and recreation management; BS in tourism development and management (including all concentrations)

Other Enrollment Requirements: None

Current ASU undergraduate students may pursue a minor and have it recognized on their ASU transcript at graduation. Students interested in pursuing a minor should consult their academic advisor to declare the minor and to ensure that an appropriate set of courses is taken. Minor requirements appear on the degree audit once the minor is added. Certain major and minor combinations may be deemed inappropriate by the college or department of either the major program or the minor. Courses taken for the minor may not count toward both the major and the minor. Students should contact their academic advisor for more information.

Contact Information