Special Events Management, Certificate

**Description**

The special events management certificate is a career enhancement program offered to nondegree-seeking students who already have a degree from an accredited university in any major or students currently pursuing a bachelor's degree in any major at ASU.

**At a Glance**

- **College/School:** Watts College of Public Service & Community Solutions
- **Location:** Downtown Phoenix campus

**2018 - 2019 Major Map**

Major Map (Archives)

**Program Requirements**

The certificate requires 18 credit hours: 15 credit hours of required core courses and 3 credit hours of electives. Courses taken as part of a university major may count toward that degree and the certificate. To earn the certificate, students must complete all course work in the certificate with a minimum grade of "C" (2.00 on a 4.00 scale) or better. An application to the program is required.

**Required Core Courses -- 15 credit hours**

- PRM 486: Special Events Management (3)
  - Notes: (must take this first, as prerequisite for the following required courses)
- PRM 422: Entertainment, Protocol, and Programming for Special Events (3)
- PRM 423: Special Event On-Site Operations (3)
- PRM 427: Revenue Generation for Special Event Management (3)
- PRM 488: Event Marketing and Promotion (3)
  - Notes: iCourse, offered summers only

**Elective Course (select one) -- 3 credit hours**
CRD 301: Sustainable Communities (3)  
NLM 220: Introduction to Nonprofit Organizations (3)  
NLM 310: Volunteer Management (3)  
PRM 470: Environmental Communication (3)  
  Notes: Offered Spring only  
PRM 475: Entrepreneurial Recreation and Tourism (3)  
PRM 487: Advanced Special Events Management (3)  
  Notes: Offered Spring only  
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 448: Heritage and Cultural Tourism (3)  

Standards  
1. 18 hours of graded classroom course work (no internship, no independent study)  
2. minimum of a "C" (2.00 on a 4.00 scale) grade required for all classes in the certificate  
3. minimum GPA of 2.00 for those pursuing the certificate  
4. should be a junior to take 400-level courses  

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

Enrollment Requirements  

Students wishing to pursue the special events management certificate should consult with an academic advisor in the School of Community Resources and Development. For additional information, students should visit the official website.  

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.  

Contact Information  

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