Convention business in the Greater Phoenix area is increasing steadily. If you want to learn best practices and the latest thinking for successful events and meetings, this degree is just right for you.

**Program Description**

The concentration in meetings and events allows students enrolled in the BS program in tourism development and management to focus their electives on courses that cover meetings and events planning topics. The concentration draws from both the special events program and the meeting management program, and prepares students to be competitive in the events sector.

This major is eligible for the Western Undergraduate Exchange program at the following location: Downtown Phoenix campus. Students from Western states who select this major and campus may be eligible for reduced nonresident tuition at a rate of 150 percent of Arizona resident tuition plus all applicable fees. Students should click the link for more information and eligibility requirements of the WUE program.

**At a Glance**

- **College/School:** Watts College of Public Service & Community Solutions
- **Location:** Downtown Phoenix campus
- **Additional Program Fee:** No
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 142 - College Mathematics
- **Math Intensity:** General

**Required Courses (Major Map)**
Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.

Freshman | Transfer | International | Readmission

Change of Major Requirements

A current ASU student has no additional requirements for changing majors.

Students should refer to https://changingmajors.asu.edu/request for information about how to change a major to this program.

Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use the Transfer Map search to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/pathway-programs.

Global Opportunities

Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st-century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. https://mystudyabroad.asu.edu/
Career Opportunities

Tourism-related meetings and events are a significant contributor to the Arizona economy, as well as other states. Graduates are prepared to enter meeting and event-related careers in resorts and hotels, convention and visitor bureaus, private event companies, destination management companies, parks and recreation departments, public relations, and nonprofit fundraising.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention or Entertainment Attendant 🌟</td>
<td>11.4%</td>
<td>$24,200</td>
</tr>
<tr>
<td>Event Planner 🌟</td>
<td>10.9%</td>
<td>$48,290</td>
</tr>
<tr>
<td>Public Relations Manager (PR Manager) 🌟</td>
<td>10.4%</td>
<td>$111,280</td>
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<tr>
<td>Tour Guide</td>
<td>4.9%</td>
<td>not available</td>
</tr>
<tr>
<td>Travel Agent</td>
<td></td>
<td>$36,990</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

🌞 Bright Outlook  🌿 Green Occupation

Contact Information

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