2018 - 2019 Certificate Map  
Special Events Management

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

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.