2019 - 2020 Certificate Map
Convention Sales and Meeting Planning

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

Program Requirements

The certificate requires 15 credit hours: four required core courses (12 credits) and one elective course (3 credits). Courses taken as part of a university major may count toward that degree and the certificate. Requirements can be met online. All core classes and some elective classes are taught online at least once a year. To earn the certificate, students must complete a minimum of 12 upper-division credit hours. An application to the program is required.

Required Core Courses -- 12 credit hours

TDM 205: Introduction to Travel and Tourism (G) (3)
TDM 345: Meeting and Convention Planning (3)
    Notes: Prerequisite: TDM 205, grade of "C" (2.00) or better
TDM 350: Tourism, Recreation and Sports Marketing (3)
    Notes: Prerequisite: TDM 205, grade of "C" (2.00) or better
TDM 386: Convention Sales and Management (3)

Elective (choose one) -- 3 credit hours

TDM 225: Introduction to Resort and Hotel Management (3)
TDM 458: International Tourism (G) (3)
PRM 486: Special Events Management (3)

Standards

1. Fifteen credit hours of graded classroom coursework are required (no internship, no independent study).
2. A minimum "C" (2.00 on a 4.00 scale) grade is required for all classes in the certificate.
3. A minimum GPA of 2.00 is required for those pursuing the certificate.

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