MINOR IN EVENT MANAGEMENT

Students learn the management skills necessary for the planning, organization, direction, and assessment of special events. Included are festivals, sports, tourism, fundraising, meetings, conferences, cultural programming, destination and venue management, and related experiences. Theoretical information is supplemented by event-based service learning projects and practicum experience.

18 Credits Required

Requirements:

REC 100 - Introduction to Recreation and Leisure
REC 260 - Introduction to Tourism, Hospitality and Event Management
REC 300 - Practicum
REC 363 - Event Management
REC 364 - Event Management Advanced Applications

Select one additional course from:

REC 361 - Commercial Recreation
REC 461 - Entrepreneurship in Recreation
REC 463 - Tourism Impacts, Planning and Management
SMT 356 - Sport Marketing