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