

# Event Management, B.S.

The BS in Event Management provides individuals with the theoretical and practical tools to be successful in the event industry. Graduates will emerge with a broad skill set to successfully plan and manage small to large-scale events from inception to implementation, including meetings, conventions, special events, and large public events in roles across private, public and not-for-profit organizations. Following industry standards, students learn all aspects of event management, including strategic planning, communication, risk management, customer service, marketing, finance and logistics. The event management degree incorporates core curriculum from both the hospitality management and communication programs as well as core business classes that makes it a well-rounded business degree. Students will be provided multiple opportunities to interact and network with industry partners on in-class projects, real-world events, and internships where coursework can be applied to real-world experiences.

## Matriculation Requirements

Code	Title	Credit Hours
ACC 2110	Principles of Accounting I	3
Complete one of the following: <sup>1</sup>		
IM 2010	Business Computer Proficiency	
IM 2600	Spreadsheet Applications	
My Educator		
MGMT 2340	Business Statistics I	3
MKTG 2390	Professional Business Presentations	3
MKTG 220G	Written Business Communication GI WE	3

## Program Requirements

Code	Title	Credit Hours
<b>Total Credit Hours</b>		<b>120</b>
<b>General Education Requirements</b>		<b>35 Credits</b>
ENGL 1010	Introduction to Academic Writing CC	3
or ENGH 1005	Literacies and Composition Across Contexts CC	
ENGL 2010	Intermediate Academic Writing CC	3
Complete one of the following:		3
MAT 1030	Quantitative Reasoning QL (3)	
MAT 1035	Quantitative Reasoning with Integrated Algebra QL (6)	
STAT 1040	Introduction to Statistics QL (3)	
STAT 1045	Introduction to Statistics with Algebra QL (5)	
MATH 1050	College Algebra QL (4)	
MATH 1055	College Algebra with Preliminaries QL (5)	
MATH 1090	College Algebra for Business QL (3)	
Complete one of the following:		3
POLS 1000	American Heritage AS (3)	
HIST 1700	American Civilization AS (3)	
HIST 1740	US Economic History AS (3)	
POLS 1100	American National Government AS (3)	
Complete the following:		
PHIL 2050	Ethics and Values IH	3
HLTH 1100	Personal Health and Wellness TE	2
or EXSC 1097	Fitness for Life TE	
Distribution Courses:		
Biology		3
Physical Science		3
Additional Biology or Physical Science		3
Humanities Distribution		3

Fine Arts Distribution		3
ECON 1010 or ECON 2010	Economics as a Social Science SS (fulfills Social/Behavioral Science requirement) Principles of Economics I SS	3
<b>Matriculation Requirements</b>		<b>12 Credits</b>
ACC 2110	Principles of Accounting I	3
MGMT 2340	Business Statistics I	3
MKTG 220G	Written Business Communication GI WE	3
MKTG 2390	Professional Business Presentations	3
Complete one of the following: <sup>1</sup>		
IM 2010	Business Computer Proficiency (3)	
IM 2600	Spreadsheet Applications (3)	
My Educator		
<b>Business Core Requirements</b>		<b>35 Credits</b>
HM 3000	Hospitality Industry Foundations	3
HM 3020	Hospitality Managerial Accounting I	3
HM 3030	Hospitality Managerial Accounting II	3
HM 3100	Hospitality Law	3
HM 3150	Hospitality Finance	3
HM 3210	Event Venue and Convention Management	3
HM 3400	Hotel Industry Analytics	2
HM 3710	Marketing of Hospitality Services	3
HM 4550	Hospitality Strategic Management WE	3
HM 481R	Internship	6
MGMT 3000 or HR 3430	Organizational Behavior WE Introduction to Human Resource Management	3
<b>Event Management Core Requirements</b>		<b>27 Credits</b>
CA 1000	Culinary Basics	3
ART 1400 or COMM 2510	Graphic Computer Applications Visual Strategies for Communication Majors	3
COMM 2300	Introduction to Public Relations and Strategic Communication	3
COMM 3530	Public Relations and Strategic Communication Writing	3
HM 4200	Event Planning	3
HM 4250	Advanced Event Production	3
Complete 3 elective credits from the following:		3
THEA 1513	Stagecraft I (2) <sup>co-req THEA 1514</sup>	
THEA 1514	Stagecraft I Lab (1) <sup>co-req THEA 1513</sup>	
THEA 2531	Introduction to Lighting and Sound (3)	
ART 1810	Introduction to Interior Design (3)	
Complete 6 upper division elective credits from the following:		6
ENTR 3180	Entrepreneurship - Launching a New Venture - For Non-Business Majors (3)	
MGMT 3450	Operations Management (3)	
COMM 3560	Public Relations Event and Media Coordination (3)	
MKTG 3650	Professional Selling (3)	
MKTG 3660	Digital Marketing (3)	
MKTG 3670	Advertising and Promotion (3)	
MKTG 3680	Marketing with Social Media (3)	
MKTG 3685	Content Marketing (3)	

**General Electives****11  
Credits**

Complete 11 General Electives <sup>1000 level or higher</sup>	11
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Students will be required to complete My Educator business computer proficiency exam with a score of 80 percent or higher or complete the IM 2010 Business Computer Proficiency or IM 2600 Spreadsheet Applications course with a grade of B- or higher.

**Graduation Requirements**

1. Completion of a minimum of 120 semester credits with at least 40 credit hours of upper-division classes.
2. Overall grade point average 2.0 or above with a minimum of 2.5 GPA in all Woodbury School of Business courses. No grade lower than a "C-" in core and specialization courses.
3. Residency hours: minimum of 30 credit hours of business courses through course attendance at UVU, with at least 10 hours earned in the last 45 hours. At least 12 of the credit hours must be in Event Management courses.
4. Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.
5. Successful completion of at least one Global/Intercultural course.
6. Successful completion of at least two Writing Enriched (WE) courses.

NOTE: Students will be limited to 9 hours of upper-division credit until Matriculation is completed.

**Graduation Plan**

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (<http://www.uvu.edu/wolverinetrack/>).

**First Year**

<b>Semester 1</b>		<b>Credit Hours</b>
ENGL 1010 or ENGH 1005	Introduction to Academic Writing CC or Literacies and Composition Across Contexts CC	3
Complete one of the following:		3
MAT 1030	Quantitative Reasoning QL	
MAT 1035	Quantitative Reasoning with Integrated Algebra QL	
STAT 1040	Introduction to Statistics QL	
STAT 1045	Introduction to Statistics with Algebra QL	
MATH 1050	College Algebra QL	
MATH 1055	College Algebra with Preliminaries QL	
MATH 1090	College Algebra for Business QL	
Fine Arts Distribution		3
Physical Science Distribution		3
American Institutions		3
<b>Credit Hours</b>		<b>15</b>

**Semester 2**

ENGL 2010	Intermediate Academic Writing CC	3
ECON 1010 or ECON 2010	Economics as a Social Science SS or Principles of Economics I SS	3
Biology Distribution		3
General Elective (IM 2010 or IM 2600 Grade of B- or higher required)		3
Humanities Distribution		3
<b>Credit Hours</b>		<b>15</b>

**Second Year****Semester 3**

MGMT 2340	Business Statistics I	3
MKTG 220G	Written Business Communication GI WE (Requires grade of B- or higher)	3
PHIL 2050	Ethics and Values IH	3
EXSC 1097 or HLTH 1100	Fitness for Life TE or Personal Health and Wellness TE	2
Third Science Distribution		3
General Elective		2
<b>Credit Hours</b>		<b>16</b>

**Semester 4**

COMM 2300	Introduction to Public Relations and Strategic Communication	3
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HM 3000	Hospitality Industry Foundations	3
ACC 2110	Principles of Accounting I	3
MKTG 2390	Professional Business Presentations	3
General Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Third Year</b>		
<b>Semester 5</b>		
ART 1400 or COMM 2510	Graphic Computer Applications or Visual Strategies for Communication Majors	3
HM 3020	Hospitality Managerial Accounting I	3
HM 3030	Hospitality Managerial Accounting II	3
HM 3210	Event Venue and Convention Management	3
General Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Semester 6</b>		
HM 4200	Event Planning	3
HM 3400	Hotel Industry Analytics	2
HM 3150	Hospitality Finance	3
COMM 3530	Public Relations and Strategic Communication Writing	3
Event Management Lower Division Elective		3
<b>Credit Hours</b>		<b>14</b>
<b>Fourth Year</b>		
<b>Semester 7</b>		
HM 481R	Internship	6
CA 1000	Culinary Basics	3
HM 3710	Marketing of Hospitality Services	3
Event Management Upper Division Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Semester 8</b>		
HM 4250	Advanced Event Production	3
HM 4550	Hospitality Strategic Management WE	3
MGMT 3000 or HR 3430	Organizational Behavior WE or Introduction to Human Resource Management	3
HM 3100	Hospitality Law	3
Event Management Upper Division Credit		3
<b>Credit Hours</b>		<b>15</b>
<b>Total Credit Hours</b>		<b>120</b>

## Program Learning Outcomes

1. Apply marketing, finance, design, and operations practices to manage various types of events within the event industry.
2. Explain how to plan and manage a live event from inception to implementation to evaluation.
3. Communicate effectively to diverse audiences to successfully market and manage events.
4. Make precise event management decisions using critical thinking and problem-solving skills.
5. Manage people and vendors within the global event industry using leadership and conflict resolution skills.