

Event Management, Minor

The Minor in Event Management will require eighteen credit hours of courses currently being offered. The minor provides undergraduate Woodbury Business students an official designation on their transcript, highlighting their specific qualifications in this area. The courses in the minor offer students the opportunity to learn event planning management techniques needed to successfully plan, manage, and execute events. Students who complete these classes will have a clear designation highlighting their preparation for this particular set of skills.

Program Requirements

Code	Title	Credit Hours
Discipline Core Requirements		18 Credits
MKTG 2390	Professional Business Presentations	3
HM 3000	Hospitality Industry Foundations	3
HM 3210	Event Venue and Convention Management	3
HM 4200	Event Planning	3
HM 4250	Advanced Event Production	3
Elective Requirements: Choose 3 credits from the Following		3
CA 1000	Culinary Basics (3)	
ART 1400	Graphic Computer Applications (3)	
THEA 1513 & THEA 1514	Stagecraft I and Stagecraft I Lab (3)	
MGMT 3450	Operations Management (3)	
COMM 3560	Public Relations Event and Media Coordination (3)	
MKTG 3650	Professional Selling (3)	

Graduation Requirements

A minimum of 2.5 GPA

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		Credit Hours
Semester 1		
HM 3000	Hospitality Industry Foundations	3
HM 3210	Event Venue and Convention Management	3
Credit Hours		6
Semester 2		
MKTG 2390	Professional Business Presentations	3
HM 4200	Event Planning	3
Credit Hours		6
Second Year		
Semester 3		
HM 4250	Advanced Event Production	3
Elective		3
Credit Hours		6
Total Credit Hours		18

Program Learning Outcomes

1. Apply the major concepts, skills and values of the event industry by integrating the concepts of marketing, finance, design, and operations in the management of a range of events.
2. Plan and manage a live event from inception to implementation to evaluation.
3. Communicate effectively to diverse audiences.

4. Apply critical thinking and problem solving to management decisions for events.
5. Demonstrate leadership skills and adapt them to a diverse global market in the event industry.