

Meeting and Event Management Minor

Lumpkin College of Business and Technology



Meeting, convention, and event planners organize a variety of events, including weddings, educational conferences, business conventions, sporting events, and community festivals. This minor introduces students to the aspects of planning, funding, marketing and managing of meetings and events in business, corporate, and non-profit settings. The cultural, environmental, and economic impacts of meetings and events are explored, as are the ties to the hospitality and tourism industry. The United States Department of Labor projects an 11% growth rate in meeting and event planning jobs by 2025 with a median wage of about \$49,000.

Do you like creating unique experiences for others?

Are you a problem solver and calm under pressure?

Are you an excellent communicator?

Add a Meeting and Event Management Minor to your resume!

Meeting and Event Planners work in a variety of settings, including:

Hotels and Resorts
Country Clubs
Convention Centers
Convention and Visitors Bureaus
Corporate Businesses
Professional Associations
Wedding Venues
Event Management Companies
Destination Management Companies
Education and Government



Required Courses

The Meeting and Event Management Minor is housed in the Hospitality and Tourism Program, and requires completion of 15 semester hours. It is open to all students, except those in the hospitality and tourism major.

HTM 2700 – The Hospitality Industry
HTM 2784 – Hospitality Sales and Service
HTM 4320 – Destination Management
One of
HTM 3740 – Professional Meeting Management
HTM 4340 – Conventions and Trade Shows
One of
CMN 3950 – Conferences and Event Planning
REC 3320 – Festivals and Special Events

Professional Development Opportunities

The hospitality and tourism program integrates experiential learning with business concepts in hospitality and tourism enterprises. Students in the minor may take advantage of:

- **Student organizations** with a meetings focus
- Attendance at professional **conferences** such as National Restaurant Association, Club Managers Association of America, and Travel and Tourism Research Association
- Field trips and **study tours**