

MINOR IN MEETING AND EVENT MANAGEMENT



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.

The Meeting And Event Management Minor requires completion of 18 semester hours. It is open to all majors, except those in the Hospitality and Tourism major.

MINOR CORE COURSES: 6 HRS

HTM2700 - The Hospitality Industry

HTM2784 - Hospitality Sales and Service

MINOR ELECTIVE COURSES: 12 HRS

HTM 3700 - Wedding Event Management

HTM 3740 - Professional Meeting Management

HTM 4320 - Destination Management

HTM 4340 - Conventions and Trade Shows

CMN 3950 - Conferences and Event Planning

KSR 3320 - Festivals and Special Events

HTM 3370 - Ethical and Legal Environment of HTM

or

BUS 2750 - Legal and Social Environment of Business

QUESTIONS? CONTACT:

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