

MINOR IN  
**MEETING AND EVENT MANAGEMENT**  
FOR ALL MAJORS EXCEPT HOSPITALITY & TOURISM



## PLAN, FUND, MARKET & MANAGE!

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.

### MINOR REQUIRED COURSES: 6 HRS

**HTM 2700** The Hospitality Industry  
**HTM 2784** Hospitality Sales and Service

### MINOR ELECTIVE COURSES: 12 HRS

**BUS 2750** Legal and Social Environment of Business  
**BUS 3010** Management & Org Behavior  
**BUS 3970** Study Abroad  
**CMN 3950** Conferences and Event Planning  
**GEO 3620** Geography of Tourism  
**HTM 3700** Wedding Event Management  
**HTM 3740** Professional Meeting Management  
**HTM 4320** Destination Management  
**HTM 4340** Conventions and Trade Shows  
**KSR 3320** Festivals and Special Events

### QUESTIONS? CONTACT:

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