

2024 - 2025 Certificate Map

Convention Sales and Meeting Planning

School/College: [Watts College of Public Service & Community Solut](#)

Location: [Downtown Phoenix](#)

Program Requirements

The certificate requires 15 credit hours: three required core courses (nine credits) and two elective courses (six credits). Courses taken as part of a university major may count toward that degree and the certificate. Requirements can be met online. All core classes and some elective classes are taught online at least once a year. To earn the certificate, students must complete a minimum of 12 upper-division credit hours. An application to the program is required.

Required Core Courses -- 9 credit hours

[CRD 350: Tourism, Recreation and Sports Marketing](#) (3)

[TDM 345: Meeting and Convention Planning](#) (3)

[TDM 386: Convention Sales and Management](#) (3)

Electives (choose two, one must be upper division) -- 6 credit hours

[NLM 310: Volunteer Management \(CIVI\)](#) (3)

[PRM 145: Special Events Management](#) (3)

[TDM 205: Introduction to Travel and Tourism \(GCSI OR G\)](#) (3)

[TDM 225: Introduction to Hotel, Resort and Lodging Management](#) (3)

[TDM 458: International Tourism \(GCSI OR G\)](#) (3)

Standards

1. Fifteen credit hours of graded classroom coursework are required (no internship, no independent study).
2. A minimum "C" (2.00 on a 4.00 scale) grade is required for all classes in the certificate.
3. A minimum GPA of 2.00 is required for those pursuing the certificate.

Prerequisite courses may be needed in order to complete the requirements of this certificate.