

# Special Events Management, Minor

HSEVNMIN

We create community when we come together for a common purpose, like an event. With a minor in event management, you will have a competitive edge as you enter the workforce, where you can be instrumental in making community happen.

## Description

The minor program in special events management is designed to offer students a solid understanding of planning and executing community events.

In addition to the two-tiered special events course, which provides basic and advanced instruction as well as experiential learning opportunities through event production, students are able to select electives to meet their interests.

This minor allows students enrolled in other undergraduate programs at ASU to broaden their educational experiences. Students from such various disciplines as business, communication, journalism, music, fashion and many others find this program a beneficial supplement to their existing program.

## At a glance

- **College/School:** [Watts College of Public Service & Community Solut](#)
- **Location:** [Downtown Phoenix](#)

## Program requirements

[2024 - 2025 Minor Map](#)

[Minor Map \(Archives\)](#)

The minor requires 15 credit hours: six credit hours of required courses, and nine credit hours of elective courses.

## **Required Core Courses -- 6 credit hours**

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

[PRM 487: Advanced Special Events Management](#) (3)

**Notes:** Offered spring semester only

## **Electives (choose three) -- 9 credit hours**

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

[PRM 307: Arizona Cardinals Rotational Program](#) (3)

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

[PRM 483: Sports Tourism](#) (3)

[PRM 484: Internship](#) (3)

[PRM 485: Sports Events](#) (3)

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

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

## **Standards**

1. 15 credit hours of graded coursework (no independent study)
2. minimum grade of "C" (2.00 on a 4.00 scale) required for all courses in the minor
3. should be a junior to take 400-level courses
4. no double counting of courses for a major and the minor

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

## **Enrollment requirements**

**GPA Requirement:** 2.00

**Incompatible Majors:** BS in parks and recreation management; BS in tourism development and management (including all concentrations), BS in community sports management (including all concentrations)

**Other Enrollment Requirements:** None

Current ASU undergraduate students may pursue a minor and have it recognized on their ASU transcript at graduation. Students interested in pursuing a minor should consult their academic advisor to declare the minor and to ensure that an appropriate set of courses is taken. Minor requirements appear on the degree audit once the minor is added. Certain major and minor combinations may be deemed inappropriate by the college or department of either the major program or the minor. Courses taken for the minor may not count toward both the major and the minor.

## **Career opportunities**

Minor programs allow students to develop additional competencies that complement the marketable knowledge and skills they acquire in their majors.

Graduates with a minor in event management will have a competitive edge as they enter the workforce. They will be prepared for employment in numerous positions such as meeting coordinator, sales coordinator, event planner, conference coordinator and festival coordinator.

## Contact information

[School of Community Resources and Development](#) | UCENT 500  
[scrdadvising@asu.edu](mailto:scrdadvising@asu.edu) | 602-496-0550