

Special Events Management, Certificate

HSRTMUERT

Are you interested in planning events, such as weddings, corporate meetings, sports, festivals, concerts or others related to your employment? The experiences and knowledge you gain through this program's in-class education and experiential learning will give you a competitive edge as you enter the workforce.

Description

The special events management certificate is a career enhancement program offered to students currently pursuing a bachelor's degree in any major at ASU or nondegree-seeking students who already have a degree from an accredited university in any major.

This program is designed to give students hands-on event planning experience, behind-the-scenes understanding of how modern-day events are managed, and confidence in planning various components of events, including food and beverage, operations, safety and security, production, technology, protocol, revenue generation and more.

At a glance

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

Program requirements

[2024 - 2025 Certificate Map](#)

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

The certificate requires 18 credit hours. Courses taken as part of a university major may count toward that degree and the certificate. To earn the certificate, students must complete all coursework in the certificate with a minimum grade of "C" (2.00 on a 4.00 scale) or better. An application to the program is required.

Required Core Courses -- 18 credit hours

PRM 145: Special Events Management (3)

Notes: Must take this course first, as prerequisite for the remaining required courses.

PRM 350: Tourism, Recreation and Sports Marketing (3)

PRM 422: Special Event Technology and Production (3)

Notes: Offered spring semester only

PRM 423: Special Event Operations (3)

Notes: Offered fall semester only

PRM 427: Where's the Money: Special Event Revenue Generation (3)

Notes: PRM 427 offered fall semester only.

PRM 487: Advanced Special Events Management (3)

Notes: Offered spring semester only

Standards

1. 18 hours of graded classroom coursework (no internship, no independent study)
2. minimum of a "C" (2.00 on a 4.00 scale) grade required for all courses in the certificate
3. minimum GPA of 2.00 for those pursuing the certificate
4. should be a junior to take 400-level courses

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

Enrollment requirements

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Apply programmatic principles relevant to the special event industry to a variety of event-related scenarios.
- Plan an event using current practices & concepts.

Career opportunities

This certificate offers countless career opportunities such as organizing and managing festivals, trade shows, meetings, concerts and sporting events. Students can work in the area of operations, marketing, sales, risk management, accessibility, sustainability and more.

Contact information

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