

Event Management, B.S.

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Requirements

The BS in Event Management provides individuals with the theoretical and practical tools to be successful in the event industry. Graduate will emerge with a broad skill set to successfully plan and manage small to large-scale events in roles across private, public and not-for-profit organizations.

Following industry standards, students learn all aspects of event management, including strategic planning, communication, risk management, customer service, marketing, finance and logistics. The event management degree incorporates core curriculum from both the hospitality management and communication programs as well as core business classes that makes it a well-rounded business degree. Students will be provided multiple opportunities to interact and network with industry partners on in-class projects, real-world events, and internships where coursework can be applied to real-world experiences.

Total Program Credits: 120

Matriculation Requirements:			
	ACC 2110	Principles of Accounting I	3
or	ACC 2010	Financial Accounting	
Complete one of the following: ¹			
	IM 2010	Business Computer Proficiency (3)	
or	IM 2600	Spreadsheet Applications (3)	
or	My Educator		
	HM 2500	Statistics for the Hospitality Industry	3
	MKTG 2390	Professional Business Presentations	3
	MKTG 220G	Written Business Communication GI WE	
General Education Requirements:			35 Credits
	ENGL 1010	Introduction to Academic Writing CC	3
or	ENGL 1005	Literacies and Composition Across Contexts CC (5)	
	ENGL 2010	Intermediate Academic Writing CC	3
Complete one of the following:			3
	MAT 1030	Quantitative Reasoning QL (3)	
	MAT 1035	Quantitative Reasoning with Integrated Algebra QL (6)	
	STAT 1040	Introduction to Statistics QL (3)	
	STAT 1045	Introduction to Statistics with Algebra QL (5)	
	MATH 1050	College Algebra QL (4)	
	MATH 1055	College Algebra with Preliminaries QL (5)	
	MATH 1090	College Algebra for Business QL (3)	
Complete one of the following:			3
	POLS 1000	American Heritage SS (3)	
	HIST 1700	American Civilization AS (3)	
	HIST 1740	US Economic History AS (3)	
	POLS 1100	American National Government AS (3)	

Complete the following:			
	PHIL 2050	Ethics and Values IH	3
	HLTH 1100	Personal Health and Wellness TE	2
or	EXSC 1097	Fitness for Life TE (2)	
Distribution Courses:			
	Biology		3
	Physical Science		3
	Additional Biology or Physical Science		3
	Humanities Distribution		3
	Fine Arts Distribution		3
	ECON 1010	Economics as a Social Science SS (fulfills Social/Behavioral Science requirement)	3
or	ECON 2010	Principles of Economics I SS (3) (fulfills Social/Behavioral Science requirement)	
Matriculation Requirements:			12 Credits
	ACC 2110	Principles of Accounting I	3
or	ACC 2010	Financial Accounting	
	HM 2500	Statistics for the Hospitality Industry	3
	MKTG 220G	Written Business Communication GI WE	3
	MKTG 2390	Professional Business Presentations	3
Complete one of the following: ¹			
	IM 2010	Business Computer Proficiency (3)	
	IM 2600	Spreadsheet Applications (3)	
	My Educator		
Business Core Requirements:			35 Credits
	HM 3000	Hospitality Industry Foundations	3
	HM 3020	Hospitality Managerial Accounting I	3
	HM 3030	Hospitality Managerial Accounting II	3
	HM 3100	Hospitality Law	3
	HM 3150	Hospitality Finance	3
	HM 3210	Event Venue and Convention Management	3
	HM 3400	Hotel Industry Analytics	2
	HM 3710	Marketing of Hospitality Services	3
	HM 4550	Hospitality Strategic Management WE	3
	HM 481R	Internship	6
	MGMT 3000	Organizational Behavior WE	3
or	HR 3430	Introduction to Human Resource Management (3)	
Event Management Core Requirements:			27 Credits
	CA 1000	Culinary Basics	3
	ART 1400	Graphic Computer Applications	3
or	COMM 2510	Visual Strategies for Communication Majors	
	COMM 2300	Introduction to Public Relations and Strategic Communication	3

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COMM 3530	Public Relations and Strategic Communication Writing	3
HM 4200	Event Planning	3
HM 4250	Advanced Event Production	3
Complete 3 elective credits from the following:		
THEA 1513	Stagecraft I (2) co-req THEA 1514	
THEA 1514	Stagecraft I Lab (1) co-req THEA 1513	
THEA 2531	Introduction to Lighting and Sound (3)	
ART 1810	Introduction to Interior Design (3)	
Complete 6 elective credits from the following:		6
MKTG 3460	Internal Marketing and Corporate Imaging (3)	
MKTG 3650	Professional Selling (3)	
MGMT 3450	Operations Management (3)	
COMM 3560	Public Relations Event and Media Coordination (3)	
General Electives:		11 Credits
Complete 11 General Electives 1000 level or higher		6
Notes:		
1. Students will be required to complete the Business Computer Proficiency exam with a score of 80 percent or higher or complete IM 2010 or IM 2600 with a grade of B- or higher.		

Graduation Requirements:

1. Completion of a minimum of 120 semester credits with at least 40 credit hours of upper-division classes.
2. Overall grade point average 2.0 or above with a minimum of 2.5 GPA in all Woodbury School of Business courses. No grade lower than a "C-" in core and specialization courses.
3. Residency hours: minimum of 30 credit hours of business courses through course attendance at UVU, with at least 10 hours earned in the last 45 hours. At least 12 of the credit hours must be in Event Management courses.
4. Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.
5. Successful completion of at least one Global/Intercultural course.

NOTE: Students will be limited to 9 hours of upper-division credit until Matriculation is completed.

Event Management, B.S.**Graduation Plan**

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in [Wolverine Track](#).

Semester 1	Course Title	Credit Hours
ENGL 1010 or ENGH 1005	Introduction to Academic Writing CC or Literacies and Composition Across Context CC	3
MAT 1030 or 1035 or STAT 1040 or 1045 or MATH 1050 or 1055 or MATH 1090	Quantitative Reasoning QL or Quantitative Reasoning with Integrated Algebra QL or Introduction to Statistics QL or Introduction to Statistics with Algebra QL or College Algebra QL or College Algebra with Preliminaries QL or College Algebra for Business QL	3
Fine Arts Distribution		3
Physical Science Distribution		3
American Institutions		3
	Semester total:	15
Semester 2	Course Title	Credit Hours
ENGL 2010	Intermediate Academic Writing CC	3
ECON 1010 or ECON 2010	Economics as a Social Science SS or Principles of Economics I SS	3
Biology Distribution		3
General Elective (IM 2010 or IM 2600 Grade of B- or higher required)		3
Humanities Distribution		3
Semester total:		15
Semester 3	Course Title	Credit Hours
HM 2500	Statistics for the Hospitality Industry	3
MKTG 220G	Written Business Communication GI WE (Requires grade of B- or higher)	3
PHIL 2050	Ethics and Values IH	3
EXSC 1097 or HLTH 1100	Fitness for Life TE or Personal Health and Wellness TE	2
Third Science Distribution		3
General Elective		2
	Semester total:	16
Semester 4	Course Title	Credit Hours
COMM 2300	Introduction to Public Relations and Strategic Communication	3
HM 3000	Hospitality Industry Foundations	3
ACC 2110	Principles of Accounting I	3
MKTG 2390	Professional Business Presentations	3
General Elective		3
	Semester total:	15
Semester 5	Course Title	Credit Hours

ART 1400 or COMM 2510	Graphic Computer Applications or Visual Strategies for Communication Majors	3
HM 3020	Hospitality Managerial Accounting I	3
HM 3030	Hospitality Managerial Accounting II	3
HM 3210	Event Venue and Convention Management	3
General Elective		3
	Semester total:	15
Semester 6	Course Title	Credit Hours
HM 4200	Event Planning	3
HM 3400	Hotel Industry Analytics	2
HM 3150	Hospitality Finance	3
COMM 3530	Public Relations and Strategic Communication Writing	3
Event Management Lower Division Elective		3
	Semester total:	14
Semester 7	Course Title	Credit Hours
HM 481R	Internship	6
CA 1000	Culinary Basics	3
HM 3710	Marketing of Hospitality Services	3
Event Management Upper Division Elective		3
	Semester total:	15
Semester 8	Course Title	Credit Hours
HM 4250	Advanced Event Production	3
HM 4550	Hospitality Strategic Management WE	3
MGMT 3000 or HR 3430	Organizational Behavior WE or Introduction to Human Resource Management	3
HM 3100	Hospitality Law	3
Event Management Upper Division Credit		3
	Semester total:	15
	Degree total:	120