

Event Management

Western Michigan University; College of Education and Human Development
51 Credits (Non-Teaching; 122 Credit Hours Needed for Graduation; A Minor is Required)

WES	PRE-REQUISITES	COURSES	TRAN/SUB/ GRADE	CR
REQUIRED COGNATES				
		FIN 2420 Entrepreneurial Finance		3
		MGMT 2140 Exploring Entrepreneurship		3
		MKTG 2500 Marketing Principles	BUSA 209	3
Level I: Inquiry and Engagement		COM 2000 Human Communication Theory		3
Level I: Inquiry and Engagement		HPHE 1700 Intro to Recreation/Sports Management		3
				Total Credits (15)
REQUIRED COURSES				
		HPHE 2100 Event Strategic Planning (f)	HOSP117	3
	HPHE 2100 w/ "C" or better	HPHE 3100 Event Management Advanced Applications (sp)		3
	COM 2000 w/ "C" or better	COM 2500 Introduction to Public Relations		3
	COM 2500 or 3500 w/ "C" or better	COM 3480 Public Relations Writing		3
		GEOG 3100 Introduction to Tourism		3
	HPHE 1700; 2100; both w/ "C" or better	HPHE 2750 Managing Special Pop-ups, Catering, and Fundraising Events		3
	HPHE 1700; 2100; both w/ "C" or better	HPHE 3750 Managing Meetings, Conventions, and Expos		3
	HPHE 2100; 3100; both w/ "C" or better	HPHE 4199 Practicum in Event Management (225 clock hours)		3
				Total Credits (24)
MAJOR ELECTIVES: 12 Credits Required Courses Below Cannot Count for both Major and Minor				
		THEA 1810 Stage Management		3
		THEA 2600 Arts Management		3
	COM 1000 or 1700 and COM 2000	COM 3350 Leadership Communication		3
		FCS 1550 Design Principles		3
	GEOG 3100	GEOG 4080 Tourism Marketing		3
	GEOG 3100	GEOG 4180 Tourism Planning and Development		3
	HPHE 2100 w/ "C" or better	HPHE 3110 Event Marketing (recommended elective) (sp)		3
	HPHE 1520	HPHE 3150 Measurement, Evaluation, and Statistics		3
	HPHE 3100 w/ "C" or better	HPHE 3300 Grants and Fund Development (recommended elective)		3
	56+ credits	HPHE 4700 Facilities and Risk Management		3
		LAW 3800 Legal Environment of Business Decision Making		3
		MGMT 2500 Organizational Behavior	BUSA 220	3
	MGMT 2500; FIN 2420, 26+ crs	MGMT 3350 Building the Entrepreneurial Business		3
Level III: Local & Nat Persp (DI)	PADM 2000 w/ "C" or better	PADM 3000 Foundations of Nonprofit Management		3
	56+ credits	PADM 5830 Grant Writing		3
	56+ credits	PADM 5840 Nonprofit Marketing and Development		3
	56+ credits	PADM 5870 Fund Raising for Nonprofit Orgs		3
				Total Credits (12 credits)

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