

Pamplin College of Business
 Department of Hospitality and Tourism Management
MINOR IN EVENT AND EXPERIENCE MANAGEMENT (EEMG)
CHECKSHEET
 For students entering under UG Catalog 2022-2023



PAMPLIN COLLEGE OF BUSINESS
 HOWARD FEIERTAG DEPARTMENT OF
HOSPITALITY & TOURISM MANAGEMENT
 VIRGINIA TECH.

The minor in Event and Experience Management is open to all Virginia Tech students with a GPA of at least 2.50 and who have at least 12 earned credit hours.

In addition to fulfilling the requirements of their individual majors, students must complete the minor with at least a 2.0 in the 18 credit hours required by the minor. The minor will be noted on the student's transcript. Some courses listed on this checksheet have prerequisites, please consult the University Course Catalog, or check with your advisor.

No more than 50% of the graded course credits required for Minor in Event and Experience Management may be double-counted in a student's major.

<u>I. REQUIRED FOUNDATION COURSES (9 Credit Hours)</u>	<u>Pathways Core Outcome</u>	<u>Credits</u>
HTM 3424: Event Management (PRE: Sophomore Standing)	Critique & Practice in Design	3
HTM 4354: IT & Social Media in HTM (PRE: Sophomore Standing)	Quantitative Advanced	3

Choose ONE of the Following:

SOC 2034: Diversity and Community Engagement	Reasoning in the Social Sciences and Critical Analysis of Identity & Equity in the U.S.	3
HTM 3484: Socio-Cultural Impacts of Tourism	Reasoning in the Social Sciences or Critical Thinking in the Humanities	3
HTM 2464: Introduction to Service	Reasoning in the Social Sciences	3

II. ELECTIVE COURSES (6 Credit Hours)

Choose one of the following tracks and complete 6 credit hours from the listed electives.

Event Sales Track

	<u>Pathways Core Outcomes</u>	<u>Credits</u>
HTM 2434: Hospitality Sales	NA	3
PR 2044: Principles of Public Relations	Reasoning in the Social Sciences	3
HUM/RLCL 3204: Multicultural Communication	Reasoning in the Social Sciences	3
MKTG 4554: Principles of Professional Selling (PRE: 3104 or 3104H)	NA	3
MKTG 4454: Sales Force Management (3) (PRE: 4554, (3104 or 3104H), 4204)(PRE: Junior Standing)	NA	3

Event Management Track

	<u>Pathways Core Outcomes</u>	<u>Credits</u>
HTM 2474: Introduction to Meetings and Convention Management	NA	3
PSYC 2044: Psychology of Learning (PRE: 1004)	Reasoning in the Social Sciences	3
ITDS 1114: Design Appreciation	Critique and Practice in Design and the Arts	3
HTM 2514: Catering Management	NA	3
HTM 3044: Private Club Management	NA	3
HTM 4444: Winery Tourism (PRE: Must be 21+ years old)	NA	3
HTM 2454: Travel and Tourism Management	Reasoning in the Social Sciences	3
ALCE 3004: Educ Programs Ag & Life Sci	NA	3
ALCE 4034: Methods of Planning Education Programs for Agriculture (PRE: 3004)(Cross Listed Course ALCE 4034 (EDCT): Method of Planning Education Programs of Agriculture)	NA	3
ALCE 4884: Youth Program Management	NA	3
LDRS 1414: Citizen Leadership	Reasoning in the Social Sciences	3
LDRS 3104: The Dynamics of Leadership (PRE: 1015)	NA	3
LDRS 3304: Elements of Team Leadership (PRE: 1414)	Reasoning in the Social Sciences	3

III. REQUIRED CAPSTONE COURSE (3 Credit Hours)

	<u>Pathways Core Outcome</u>	<u>Credits</u>
HTM 4434: Event and Experience Management Senior Workshop (PRE: HTM 3424 and Senior Standing)	Critical Analysis of Identity and Equity in the U.S.	3