

MEETING AND CONVENTION PLANNING, MINOR (418)

When selecting electives, a maximum of two courses in this minor may be duplicated in the student's major or another minor (not including the practicum).

Program Coordinator

Program Requirements (21 hours)

The minor in Meeting and Convention Planning provides students with the range of interdisciplinary skills necessary for success as a meeting, convention, and/or event manager in a variety of settings to include numerous venues in the hospitality and tourism industry. The minor requires a minimum of 21 semester hours. Students must complete the following 12 hours of core courses. In addition, students must complete at least 9 hours of electives from the list below.

Code	Title	Hours
Core Courses		
HMD 171	Introduction to Hospitality Management	3
HMD 313	Practicum in Hospitality Management	3
HMD 375	Meeting and Convention Management	3
HMD 475	Advanced Event Planning in Hospitality	3
Electives		
Select three of the following:		9
HMD 373	Hospitality and Tourism Marketing	
HMD 471	Food Service Operations Management	
HMD 473	Beverage Consumerism	
HMD 476	Global Hospitality and Cuisine	
COMM 349	Small Group Communication	
COMM 362	Organizational Communication	
COMM 365	Intercultural Communication	
HORT 209	Floral Design	
HORT 309	Advanced Floral Design	
HORT 330	Wedding Floral Design	
ENT 312	Entrepreneurship	
MGT 311	Human Resource Management	
MGT 333	Management of Nonprofit Organizations	
MKT 323	Services Marketing	
MKT 325	Personal Selling	
MKT 328	Digital Marketing	
MKT 329	Business-To-Business Marketing	
MKT 331	Social Media Marketing	
MKT 425	Advanced Personal Selling Strategies	
MKT 427	Entrepreneurial Marketing	
PSYS 370	Industrial / Organizational Psychology	
REC 306	Experience Planning and Evaluation	
Total Hours		21