

# TOURISM AND EVENTS, MINOR (319)

MKT 325	Personal Selling
MKT 331	Social Media Marketing
<b>Total Hours</b>	<b>18-24</b>

## Program Coordinator

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## Program Requirements (18-24 hours)

The Tourism and Events minor prepares students for exciting careers in one of the world's largest industries. These nonprofit, government, and private sector careers are designed to help individuals, families, and communities improve their quality of life. The minor provides flexible options for students and can be completed with 18 to 24 credit hours.

Code	Title	Hours
Students will complete 9 hours of Tourism and Event core courses:		9
REC 306	Experience Planning and Evaluation	
REC 420	Recreation and Tourism	
REC 480	Travel-Based Learning in Recreation and Tourism	
or REC 493	Recreation Practicum	
or REC 484	Advanced Studies in Recreation	
Students will also complete 9-15 hours as follows:		9-15
Select 3-9 hours (unduplicated) from these tourism courses:		
HMD 171	Introduction to Hospitality Management	
HMD 271	Tourism Planning and Development	
HMD 373	Hospitality and Tourism Marketing	
REC 480	Travel-Based Learning in Recreation and Tourism	
REC 484	Advanced Studies in Recreation	
Select 3-9 hours (unduplicated) from these event courses:		
HMD 375	Meeting and Convention Management	
HMD 475	Advanced Event Planning in Hospitality	
SPM 305	Sport Event Management	
REC 480	Travel-Based Learning in Recreation and Tourism	
REC 484	Advanced Studies in Recreation	
Select 3-9 hours (unduplicated) from these electives:		
REC 330	Foundations of Outdoor Recreation	
REC 404	Recreation Facility Management	
REC 426	Facility Planning and Design	
REC 430	Recreation Resource Management	
REC 434	Interpreting America's National Parks	
REC 480	Travel-Based Learning in Recreation and Tourism	
REC 484	Advanced Studies in Recreation	
SPM 404	Sport Facility Management	
ENT 312	Entrepreneurship	
MKT 220	Basic Marketing Concepts	