

# EVENT AND EXPERIENCE MANAGEMENT

## What is it?

Students in the Event and Experience Management minor **explore the interaction of human beings, technology and the environment within the event management context**. Students will consider and evaluate interconnections between place, culture, and environment in the context of the planning and implementation of a wide range of events.



## Why do it?

Housed in the #6 internationally-ranked Hospitality and Tourism Management Department that currently enjoys a 94% placement rate for its graduates, this minor will **utilize an interesting and relatable framework (event and experience management) to address many issues important to both students and the larger society**, including race, religion, culture, cross-cultural communication, and the environment. Students will be provided with hands-on learning experiences at every step, enhancing employment opportunities to students from different majors.



## Who is it for?

The cross-disciplinary minor will provide an opportunity for **students majoring in Hospitality and Tourism Management looking to specialize in a specific career path, as well as students from a broad range of majors**. Both audiences will gain organizational, design, technical, ethical, and logistics skills. They will also learn to plan and implement events which are sensitive to both potential attendees and the host community.

## Pathways Core Concepts

- 5 - Advanced Quantitative and Computational Thinking
- 6ad - Critique & Practice in Design and the Arts
- 7 - Critical Analysis of Equity and Identity in the United States

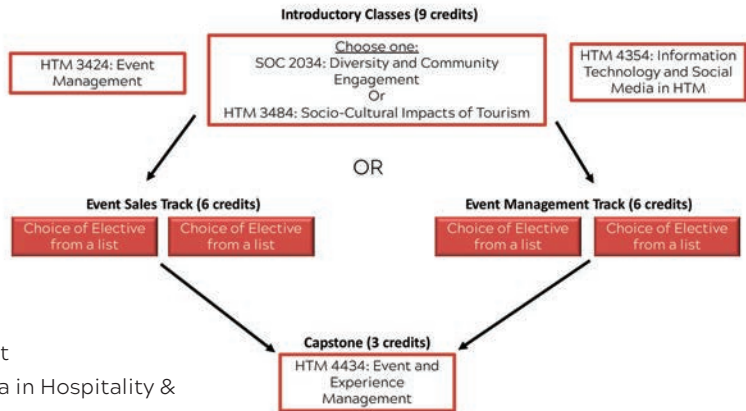
## Pathways Integrative Concepts

- Ethical Reasoning
- Intercultural and Global Awareness

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## Requirements

The 18-credit hour minor in Event and Experience Management includes 9 hours of required foundation courses, 6 hours of elective courses selected from a list, and 3 hours of a required Capstone course.



## Required courses

HTM 3424: Event Management

HTM 4354: IT and Social Media in Hospitality & Tourism Management

HTM 4434: Event and Experience Management

## Elective courses

Students select 6 credit hours of elective courses from either the event sales track or the event management track, with the potential for exploration of topics such as hospitality sales, multicultural communication, design appreciation, catering management, winery tourism, and the dynamics of leadership. For a complete list of elective courses, consult the checksheet at <https://registrar.vt.edu/graduation-multi-brief/index1.html>.

*Consider historic and current impacts of tourism on family, community, culture, government, globalization, and the environment at both domestic and international levels. Learn review processes, evaluation methods, and techniques used in events management in the hospitality and tourism industry. Study the most widely used information systems in operation, management, and e-commerce in hospitality and tourism. Apply critical thinking and problem-solving skills in planning, developing, and executing an event.*



[www.pathways.prov.vt.edu/minors](http://www.pathways.prov.vt.edu/minors)

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