

EVENT PLANNING - MINOR

Ambassador Crawford College of Business and Entrepreneurship
 Department of Sport, Hospitality and Event Management
www.kent.edu/business

About This Program

The Event Planning minor prepares students to assume leadership roles within the industry. Through innovation, research, knowledge dissemination and the enhancement of educational and practical opportunities, this minor affords students the opportunity to enroll in a variety of courses across disciplines to procure knowledge and practical skills pertaining to the process of event planning.

Contact Information

- **Mark Lyberger** | mlyberge@kent.edu | 330-672-2015
- Speak with an Advisor

Program Delivery

- **Delivery:**
 - In person
- **Location:**
 - Kent Campus

Admission Requirements

Admission to a minor is open to students declared in a bachelor’s degree, the A.A.B. or A.A.S. degree or the A.T.S. degree (not Individualized Program major). Students declared only in the A.A. or A.S. degree or the A.T.S. degree in Individualized Program may not declare a minor. Students may not pursue a minor and a major in the same discipline.

To declare this minor, students must have attempted a minimum 12 credit hours at Kent State and earned a minimum 2.000 overall Kent State GPA. Students who have not attempted 12 credit hours at Kent State will be evaluated for admission based on their high school GPA for new students or transfer GPA for transfer students. Transfer students who have not attempted 12 credit hours of college-level coursework at Kent State and/or other institutions will be evaluated based on both their high school GPA and college GPA.

Program Requirements

Code	Title	Credit Hours
Minor Requirements		
HEM 33129	CATERING AND BANQUET MANAGEMENT	3
RPTM 36075	EXPERIENCE DESIGN IN RECREATION, PARK AND TOURISM SETTINGS ¹	3
SPAD 45022	EVENT PLANNING AND PRODUCTION ¹	3
Minor Electives, choose from the following: 6		
CULT 36040	UNIVERSAL DESIGN, ACCESSIBILITY AND PEOPLE WITH DISABILITIES	
HEM 20160	SAFETY AND SECURITY RISK MANAGEMENT	
HEM 23030	HOTEL OPERATIONS	

HEM 30110	FUNDRAISING AND PHILANTHROPIC EVENT MANAGEMENT
HEM 30120	WEDDINGS AND SPECIAL EVENT PROTOCOL
HEM 33140	CONVENTION SALES AND MANAGEMENT
HEM 33270	GLOBAL CUISINE
HEM 41095	SPECIAL TOPICS IN HOSPITALITY AND EVENT MANAGEMENT
HEM 43143	HOSPITALITY MEETINGS AND EVENT MANAGEMENT
HEM 43092	PRACTICUM IN HOSPITALITY AND EVENT MANAGEMENT (ELR) ²
HEM 43231	FOOD, WINE AND BEVERAGE PAIRING
PARK 21916	INTRODUCTION TO PARKS AND PROTECTED AREA MANAGEMENT
RPTM 26060	INTRODUCTION TO GLOBAL TOURISM
RPTM 36060	ENTREPRENEURIAL APPROACHES TO LEISURE AND HOSPITALITY SERVICES
RPTM 45047	GLOBAL ISSUES OF TOURISM TRADE
RPTM 46000	TOURISM DEVELOPMENT AND RECREATIONAL TRAVEL
SPAD 25092	PRACTICUM I IN SPORT ADMINISTRATION (ELR) ²
SPAD 35092	PRACTICUM II IN SPORT ADMINISTRATION (ELR) ²
SPAD 35025	FACILITY MANAGEMENT
SPAD 45023	SPORT MARKETING
SPAD 45024	SPORT IN GLOBAL PERSPECTIVE
SPAD 45026	SPORT AND THE MEDIA
SPAD 45027	PUBLIC RELATIONS AND PROMOTION IN SPORT
SPAD 45030	SPORT ENTERPRISE (WIC)
SPAD 46080	LEGAL ISSUES IN SPORT AND RECREATION
SPAD 46095	SPECIAL TOPICS IN SPORT ADMINISTRATION ³

Minimum Total Credit Hours: 15

- ¹ With permission, students may register for HEM 33129, RPTM 36075 and SPAD 45022 without completion of the prerequisite courses.
- ² A maximum of 3 credit hours of practicum may be used to fulfill minor requirements with advisor approval.
- ³ Students may select a special topic with advisor approval.

Graduation Requirements

Minimum Minor GPA	Minimum Overall GPA
2.500	2.000

- Minimum 6 credit hours in the minor must be upper-division coursework (30000 and 40000 level).
- Minimum 6 credit hours in the minor must be outside of the course requirements for any major or other minor the student is pursuing.
- Minimum 50 percent of the total credit hours for the minor must be taken at Kent State (in residence).

Program Learning Outcomes

Graduates of this program will be able to:

1. Apply the event planning process in the design, implementation and evaluation of special events.

2. Integrate event planning principles in a variety of settings including hospitality, sport, recreation and tourism.