Bachelor of Arts in Business Administration

Area of Specialization: Event Management (EVT)

Description
The Tourism, Hospitality and Event Management Department through the College of Health and Human Performance provides students with a well-rounded curriculum preparing them to move into any aspect of service industry management. Event management courses and training focus on the knowledge and skills necessary to administer and manage a variety of events in the public and/or private sectors. The curriculum prepares students to organize events and conferences. Career opportunities are available in a range of event planning fields, including corporate, non-profit, entertainment, social, sport, and festival organizations. For career information view: http://www.crc.ufl.edu/

Requirements
In order to pursue this area of specialization, students must have a 2.5 UF GPA. Students are required to have a minimum of four classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. HFT2750 (Event Management) is a prerequisite for completing the specialization courses. Be sure to check course prerequisite requirements. It is recommended students plan for at least 3 semesters to complete the area. The department will not be able to assist you with registration until 3 weeks after the start of Advance Registration. The department allows the students in the major to register prior to students outside the major.

- HFT 3512 Event Promotion (Prerequisites: HFT2750)
- HFT 4468 Hospitality Revenue Management (Prerequisite: ACG2021)
- HFT 4517 Convention Sales & Services (Prerequisite: HFT2750)
- HFT 4754 Advanced Event Management (Prerequisite: HFT2750)
- LEI 3360 Hospitality Management

Contact Information
You are always welcome to meet with an Advisor in the Heavener School of Business; however, advising specifically related to Event Management is available through the Tourism, Recreation and Sport Management department in the College of Health and Human Performance. For registration, scheduling, and area-specific questions, please contact:

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http://www.hhp.ufl.edu/current-students/academic-advising/advising_them/
Department Website http://www.hhp.ufl.edu/about/departments/them/

Minor Option
A minor in Event Management is offered by the Department of Tourism, Hospitality and Event Management. More information can be found online at http://www.hhp.ufl.edu/about/academics/bs-event/.