

APPROVED University Registrar



Howard Feiertag Department of Hospitality & Tourism Management
Minor in Event & Experience Management
For students entering under UG Catalog 2023-2024

The minor in Event and Experience Management (EEMG) is open to all Virginia Tech students with a GPA of at least 2.50 and who have at least 12 earned credit hours here at Virginia Tech.

Students can apply for the EEMG minor at <http://pampl.in/addminor>

I. REQUIRED FOUNDATION COURSES – 9 credit hours

Course Number	Course Name	Pathways Concept	Credit Hours
HTM 3424	Event Management	6d	3
HTM 4354	IT & Social Media in HTM	5a	3
Choose one of the following:			
HTM 2464	Introduction to Service	3	3
HTM 3484	Socio-Cultural Impacts of Tourism	2 or 3	3
SOC 2034	Diversity & Community Engagement	3 & 7	3

II. ELECTIVE COURSES – 6 credit hours.

Choose one of the following tracks and complete 6 credit hours from the listed electives.

Event Sales Track			
Course Number	Course Name	Pathways Concept	Credit Hours
HTM 2434	Hospitality Sales	N/A	3
HUM/RLCL 3204	Multicultural Communication	3	3
*MKTG 4454	Sales Force Management	N/A	3
*MKTG 4554	Principles of Professional Selling	N/A	3
PR 2044	Principles of Public Relations	3	3

Event Management Track			
Course Number	Course Name	Pathways Concept	Credit Hours
ALCE 3004	Education Programs for Ag & Life Sciences	N/A	3
*ALCE/EDCT 4034	Methods of Planning Education Programs for Agriculture	N/A	3
ALCE/EDCT 4884	Youth Program Management	N/A	3
HTM 2454	Travel & Tourism Management	3	3
HTM 2474	Introduction to Meeting & Convention Management	N/A	3
HTM 2514	Catering Management	N/A	3
HTM 3044	Private Club Management	N/A	3
*HTM 4444	Winery Tourism	N/A	3
ITDS 1114	Design Appreciation	6a or 6d	3
LDRS 1414	Citizen Leadership	3	3
*LDRS 3104	The Dynamics of Leadership	N/A	3
*LDRS 3304	Elements of Team Leadership	3	3
*PSYC 2044	Psychology of Learning	3	3

III. REQUIRED CAPSTONE COURSE – 3 credit hours

Course Number	Course Name	Pathways Concept	Credit Hours
*HTM 4434	Event & Experience Management Senior Workshop	7	3

- In addition to fulfilling the requirements of their individual majors, students must complete the minor with at least a 2.0 in the 18 credit hours required by the minor. The minor will be noted on the student's transcript.
- Courses with pre-requisites are noted with * (e.g. *HTM 4434). Please refer to the Undergraduate Catalog or academic advisor.