

CONTACT PERSON(S):

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ADDRESS:

Southern Illinois University
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875 S. Normal Ave.
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WEBSITE:

<http://hta.siu.edu>

REQUIRED COURSES:

HTA 250 Introduction to Professional
Event Coordination
HTA 255 Trade Show Management
HTA 350 Event Entertainment and
Production
HTA 355 Sports Event Management
HTA 450 Event Marketing and
Sponsorship
HTA 455 Event Risk Management and
Safety

Courses in the Event Planning and Management program teach students how to organize, manage and market conventions, concerts, sports, expositions and other events. Students completing the program will be able to apply event coordination techniques within this multi-faceted industry.

TARGET AUDIENCE:

The program is geared toward those seeking to enter or further careers in event planning and related fields.

ADMISSION REQUIREMENTS:

Admission to SIU required. Student may apply as undeclared undergraduate or graduate student. Application can be made online at <http://admissions.siu.edu/apply/>

REGISTRATION PROCEDURE:

Visit <http://admissions.siu.edu/apply/> for details

ACADEMIC CALENDAR:

SIU Regular semesters beginning August, January, and June.

DELIVERY MODE:

Fully online via SIU Online.

LOCATION(S) OF COURSES:

Online

TEXTBOOK PURCHASE:

Visit the SIU University Bookstore at <http://www.bkstr.com> for details. E-texts are available for more courses.

TRANSFER HOURS POLICY:

Only SIU courses will count toward the professional development sequence.

TOTAL HOURS NEEDED:

18 credit hours

FINANCIAL AID INFO:

None available for non-degree diplomas.

COST:

Tuition and fees are posted at <http://tuition.siu.edu>

SPECIAL CHARACTERISTICS:

The event planning and management program is designed to provide a broad view of the meetings and event industry. Completion of this program will provide students with the skills and knowledge to begin building a career in event planning. Courses are well-suited to those employed in non-traditional event professions where event planning responsibilities exist.