

Bachelor of Science in Event & Entertainment Management

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The Bachelor of Science in Event and Entertainment Management program provides students with the theoretical and practical knowledge, skills, and tools to become leaders in the event and entertainment industries. Graduates will be able to pursue careers in a variety of areas related to the event and entertainment industries, including fairs, festivals, meetings, trade shows, live performances within events, historical/cultural/educational exhibits, online events, hybrid events, digital media events, film events, weddings, social events, and special events.

University Requirements

All new students are required to complete the University's General Education (GenEd) curriculum (35-36 credits).

School of Sport, Tourism & Hospitality Management Foundation Requirements

Code	Title	Credit Hours
STHM 1113	The Business of Leisure	3
STHM 2114	Leisure and Tourism for a Diverse Society	3
STHM 2001	Career Exploration and Development Seminar	1
STHM 3185	Internship I	3
STHM 4185	Internship II	6 to 12
One of the following Approved Professional Development Electives (if STHM 4185 is taken for 6 credits):		0-3
CSI 1111	Introduction to Public Speaking	
PR 1552	Introduction to Public Relations	
ADV 2104	Personal Branding	
SGM 3501	Entrepreneurial and Innovative Thinking	

All students must earn a C- or higher in all courses required in the School of Sport, Tourism, and Hospitality Management (STHM) curriculum.

Designated Writing Intensive Courses

All Temple students must take a minimum of two writing-intensive courses. The specific writing-intensive courses required for this major are as follows:

Code	Title	Credit Hours
THM 3396	Marketing in Tourism and Hospitality	3
THM 4398	Contemporary Issues in Tourism, Hospitality and Event Management	3

Major Requirements

Code	Title	Credit Hours
STHM 2401	Foundations of Event and Entertainment Management	3
STHM 3425	Event and Entertainment Operations	3
STHM 3428	Event and Entertainment Revenues	3
THM 2312	Tourism and Hospitality Sales	3
THM 2313	Financial Issues in Tourism and Hospitality	3
THM 3311	Organization Management in Tourism and Hospitality	3
THM 3314	Legal Issues in Tourism and Hospitality	3
THM 3325	Food and Beverage Management	3
STHM 3429	Entertainment Management	3
STHM 4401	Digital Portfolio Creation	3
STHM 4415	The Event Experience	3

Major Electives (12 Credits Required)

Students are required to take 12 Major Elective credits. They may take any 12 credits from the below optional concentrations or 12 credits of approved courses within the School of Sport, Tourism, and Hospitality Management.

Optional Concentrations (12 Credits Required)

Tourism and Hospitality Management Concentration Requirements

Code	Title	Credit Hours
Select 4 of the following:		12
STHM 3424	Business of Social Events and Weddings	
THM 3321	Tourism Planning and Development	
THM 3322	Destination Management Organizations	
THM 3324	Hospitality Operations	
THM 3328	Gaming and Casino Management	
THM 3329	Revenue Management in Tourism and Hospitality Management	
THM 4322	Designing Tourism Experiences	

Live Entertainment Concentration Requirements

Code	Title	Credit Hours
Select 4 of the following:		12
THTR 2441	Stage Management I	
THTR 3442	Theater Management I	
THTR 2721	Scene Design I	
THTR 2512	Lighting Design I	
THTR 3031	Lighting, Sound and Video Technology	
THTR 2501	Theater Safety and Management	
THTR 2713	Design Drafting	

Fox School of Business & Management Requirements

Code	Title	Credit Hours
BA 2104	Excel for Business Applications	1
MKTG 2101	Marketing Management	3
HRM 1101	Leadership and Organizational Management	3

ACCT 2501	Survey of Accounting	3
ECON 1101	Macroeconomic Principles	3

School of Sport, Tourism & Hospitality Management Non-Credit Requirements

Industry-Related Experience (Minimum 250 hours of participation prior to STHM 4415).

Students must join one student professional organizations (SPOs) and one Professional Organization. Students are expected to be actively involved with his/her SPO and Professional Organization.

Free Electives (6 Credits)

Students must take 6 credits of Free Electives. In some cases, this number may vary to meet the 124 credits required for graduation. Students can use these Free Elective credits to take any courses at Temple University. (Please contact the STHM Center for Student Services [CSS] for additional information.)

Suggested Academic Plan

Bachelor of Science in Event and Entertainment Management

Requirements for New Students starting in the 2021-2022 Academic Year

Year 1		Credit Hours
Fall		
STHM 1113	The Business of Leisure	3
HRM 1101	Leadership and Organizational Management	3
BA 2104	Excel for Business Applications	1
ENG 0802, 0812, or 0902	Analytical Reading and Writing [GW]	4
GenEd Quantitative Literacy Course [GQ]		4
Term Credit Hours		15
Spring		
STHM 2401	Foundations of Event and Entertainment Management	3
ECON 1101	Macroeconomic Principles	3
IH 0851 or 0951	Intellectual Heritage I: The Good Life [GY]	3
GenEd Breadth Course		3
GenEd Breadth Course		3
Term Credit Hours		15
Year 2		
Fall		
STHM 2114	Leisure and Tourism for a Diverse Society	3
STHM 3425	Event and Entertainment Operations	3
ACCT 2501	Survey of Accounting	3
STHM 2001	Career Exploration and Development Seminar	1
IH 0852 or 0952	Intellectual Heritage II: The Common Good [GZ]	3
GenEd Breadth Course		3
Term Credit Hours		16
Spring		
THM 2312	Tourism and Hospitality Sales	3
THM 2313	Financial Issues in Tourism and Hospitality	3
MKTG 2101	Marketing Management	3
Concentration Elective or Approved Elective		3
GenEd Breadth Course		3
Term Credit Hours		15
Year 3		
Fall		
STHM 3185	Internship I	3
THM 3311	Organization Management in Tourism and Hospitality	3

THM 3396	Marketing in Tourism and Hospitality [WI]	3
STHM 3428	Event and Entertainment Revenues	3
Concentration Elective or Approved Elective		3
Concentration Elective or Approved Elective		3
Term Credit Hours		18
Spring		
THM 3325	Food and Beverage Management	3
STHM 3429	Entertainment Management	3
Concentration Elective or Approved Elective		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Free Elective		3
Term Credit Hours		18
Year 4		
Fall		
STHM 4415	The Event Experience	3
THM 4398	Contemporary Issues in Tourism, Hospitality and Event Management [WI]	3
GenEd Breadth Course		3
Free Elective ³		3
Approved Professional Development Elective ¹		3-0
Term Credit Hours		15-12
Spring		
STHM 4401	Digital Portfolio Creation	3
THM 3314	Legal Issues in Tourism and Hospitality	3
STHM 4185	Internship II ^{1,2}	6 to 12
Term Credit Hours		12-18
Total Credit Hours:		124-127

¹ If the student selects 6 credits of STHM 4185 for their Senior Internship, the student must select one of the following approved Professional Development courses for 3 credits and also take a total of 5-6 credits of free elective (5 credits if 4-credit GenEd Arts is done). The approved Professional Development courses are: CSI 1111, PR 1552, ADV 2104, SGM 3501.

² Students only need 6 senior internship credits (STHM 4185), but they are allowed to take up to 12 senior internship credits.

³ If students select the 12-credit STHM 4185 Internship II version they do not need to complete a second free elective. The free elective in senior year is only if a student pursues the 6-credit option of STHM 4185 and needs to reach the minimum 124 degree credits.

⁴ **If a student takes a 4-credit GenEd Arts course**, they will be 1 credit over the required 124 total needed to graduate. This total number would then equal 125 credits.

This additional credit will be applied to the Free Elective area, thus reducing the needed Free Electives from 6 to 5 credits.