



HOSPITALITY AND TOURISM MANAGEMENT, ASSOCIATE OF SCIENCE - EVENT PLANNING

Program Code: 2121B

Career Pathway: Business

Location(s): The Hospitality (<https://www.broward.edu/about/locations/>)HFT) courses are only offered at the A. Hugh Adams Central Campus. This program is also offered fully online.

Program Entrance Requirements: HS Diploma or GED

Program Description: The Event Planning specialization within the A.S. in Hospitality and Tourism Management degree equips students with the skills to design, coordinate, and execute memorable experiences across a wide range of event types. Students learn to lead with creativity and precision, learning about logistics, budgeting, vendor relations, and guest engagement to deliver seamless events that exceed expectations.

1. Event Management, Technical Certificate 6312
2. Hospitality and Tourism Management, Associate of Science - Event Planning 2121B
3. Bachelor of Applied Science

Course	Title	Credits	6312
Course ENC1101	Title COMPOSITION I	Credits 3	6312
Course HFT1050	Title INTRO TO HOSPITALITY TOURISM MANAGEMENT	Credits 3	6312 X
Course CGS1060C	Title COMPUTER AND INTERNET LITERACY ¹	Credits 3	6312
Course GE Course	Title General Education Mathematics Core	Credits 3	6312
Course GE Course	Title General Education Speech (SPC1065 Recommended)	Credits 3	6312 X
Course GEB1011	Title INTRODUCTION TO BUSINESS	Credits 3	6312
Course HFT2410	Title FRONT OFFICE SYSTEMS AND PROCEDURES	Credits 3	6312 X
Course HFT2511	Title CONVENTION AND GROUP BUSINESS MARKETING MANAGEMENT	Credits 3	6312 X
Course MKA1511	Title ADVERTISING: TRADITIONAL AND NEW MEDIA	Credits 3	6312
Course MKA1021	Title SALESMANSHIP	Credits 3	6312
Course HFT2220	Title ORGANIZATION AND PERSONNEL MANAGEMENT	Credits 3	6312 X
Course GE Course	Title General Education Humanities Core	Credits 3	6312
Course ECO2013	Title PRINCIPLES OF MACROECONOMICS	Credits 3	6312 X
Course HFT2460	Title FINANCIAL MANAGEMENT	Credits 3	6312
Course HFT2500	Title MARKETING	Credits 3	6312 X
Course MAR2141	Title INTERNATIONAL MARKETING	Credits 3	6312
Course HFT2600	Title HOSPITALITY LAW	Credits 3	6312 X
Course HFT2942	Title HOSPITALITY INDUSTRY INTERNSHIP ²	Credits 3	6312
Course GE Course	Title General Education Science Core	Credits 3	6312

Course AMH2010 or AMH2020 or POS2041	Title HISTORY OF THE UNITED STATES TO 1877 or HISTORY OF THE UNITED STATES SINCE 1877 or NATIONAL GOVERNMENT	Credits 3	6312
Total Credits		60	6312 24

- ¹ The Digital Literacy requirement must be met by successfully passing CGS1060C (<https://catalog.broward.edu/search/?P=CGS1060C>) COMPUTER AND INTERNET LITERACY, testing out, or completing a Credit for Prior Learning portfolio. Students who test out are required to take an approved elective.
- ² Students must complete their internship in the same area of study as their specialization. Internships must be completed during the student's last two semesters. The Program Manager must approve the internship site and role offered. This course also has class meetings.

Notes:

See General Education course information here (<https://catalog.broward.edu/programs-study/aa-general-education-graduation-requirements/>).

In accordance with Florida Statute and Florida Administrative Code, students may need to satisfy the Civic Literacy Graduation Requirement. Visit the Civic Literacy Graduation Requirement page at broward.edu/civic-literacy (<https://students.broward.edu/resources/civic-literacy/>).

Students are strongly encouraged to meet with an advisor (<https://students.broward.edu/resources/advising/>) to create a personalized educational plan.

Program Highlights

Credit for Prior Learning

Accelerate your path to completion with these options:

- Credit by exam
- Earned industry certifications
- Prior Learning Assessment
- And much more...

Related Industry Certifications

Upon completing this program, graduates will be eligible to sit for the following industry certifications/licenses: N/A

Get an Internship

After completing your first year of coursework make sure to visit Employment Solutions (<https://broward.edu/career>) for internship opportunities and helpful tools like virtual job shadow, to help take your career to the next level!

- Get an Internship (<http://broward.edu/studentresources/career/Pages/Find-a-job-or-internship.aspx>)
- Virtual Job Shadow Tool (<http://www.broward.edu/studentresources/career/Pages/default.aspx>)

Median Wage and Job Growth Outlook

Broward College has Career Coach! (<https://www.broward.edu/careercoach>) It is designed to help you find a good career by providing the most current local data on wages, employment, job postings, and associated education and training.

Fund Your Education

This program is Financial Aid (<https://www.broward.edu/admissions/financial-aid/>) eligible. Scholarships (<https://www.broward.edu/admissions/financial-aid/scholarships/>) may be available. This program is part of the Career Source Broward ITA List (<http://careersourcebroward.com/>)

Program Learning Outcomes

Graduates from this program will:

- Graduates will be able to demonstrate their ability to create memorable experiences for guests through their knowledge of customer service and guest relations skills for the hospitality industry.
- Graduates will be able to demonstrate financial management and analysis concepts.
- Students will be able to demonstrate an understanding of how hotels and restaurants are structured and managed.
- Students will effectively be able to demonstrate leadership by supervising a team of people.
- Graduates will be able to perform guest service management skills, including front office systems and procedures.