

**DOKUZ EYLÜL UNIVERSITY**  
**2025-2026 Faculty of Business Event Management Minor**  
**Curriculum Plan for Faculty of Business Students**

## EVENT MANAGEMENT MINOR

Event Management is a project management practice focused on the planning and development of festivals, events, and conferences. In recent years, the growth of festivals and events as an industry worldwide has made managing these activities a necessity.

Events and festivals have a significant impact on societies and countries. Event Management is considered a strategic marketing and communication tool for companies of all sizes. From product launches to press conferences, companies organize promotional events to help improve relationships with existing and potential customers.

Students studying Event Management can find career opportunities in a wide range of fields, including event management, event management consulting, the hotel and hospitality industry, advertising agencies, public relations firms, media outlets, non-profit organizations, integrated marketing communications, and event budgeting and accounting.

**Required Courses**

| Prerequisite | Course Code | Course Name                                 | Theo. | Prac. | Total | ECTS |
|--------------|-------------|---------------------------------------------|-------|-------|-------|------|
|              | TMT 2001    | INTRODUCTION TO TOURISM AND TRAVEL INDUSTRY | 3     | 0     | 3     | 5    |
|              | TMT 2012    | INTRODUCTION TO HOSPITALITY INDUSTRY        | 3     | 0     | 3     | 4    |
|              | MRK 2901    | MARKETING                                   | 3     | 0     | 3     | 5    |
|              | TMT 4019    | DESTINATION MARKETING                       | 3     | 0     | 3     | 4    |
|              | TMT 3039    | EVENTS TOURISM AND MANAGEMENT               | 3     | 0     | 3     | 4    |

**ECTS Total: 22   Credit Total: 15**

**Courses to be Taken as Elective**

| Prerequisite | Course Code | Course Name                                   | Theo. | Prac. | Total | ECTS |
|--------------|-------------|-----------------------------------------------|-------|-------|-------|------|
|              | TMT 3042    | SMART TOURISM                                 | 3     | 0     | 3     | 4    |
|              | TMT 3025    | RECREATION AND LEISURE MANAGEMENT             | 3     | 0     | 3     | 4    |
|              | TMT 4021    | MEETING INDUSTRY AND CONGRESS ORGANIZATION    | 3     | 0     | 3     | 4    |
|              | TMT 4012    | ENVIRONMENT AND NATIONAL PARKS MNG.IN TOURISM | 3     | 0     | 3     | 4    |
|              | TMT 4014    | VISITOR ATTRACTIONS MANAGEMENT                | 3     | 0     | 3     | 4    |
|              | TMT 4023    | SPECIAL INTEREST TOURISM                      | 3     | 0     | 3     | 4    |
|              | TMT 4029    | STAKEHOLDER MANAGEMENT IN TOURISM             | 3     | 0     | 3     | 4    |
|              | TMT 4028    | PUBLIC RELATIONS MANAGEMENT IN TOURISM        | 3     | 0     | 3     | 4    |
|              | TMT 3031    | CONSUMER BEHAVIOR IN TOURISM                  | 3     | 0     | 3     | 4    |

\* A minor program consists of at least 18 credits in credit-based systems, or an equivalent number of credits in non-credit systems.

\*Four (4) compulsory courses must be selected.

\*Five (5) elective courses must be selected.