

HOSPITALITY MANAGEMENT (HMGT)

Courses

HMGT 101 Travel Industry I 3 Credits

Introduction to tourism and its relationship to the business world. Includes an overview of all sectors of business and the components of the travel, tourism, and hospitality industry. Travel methods, destination resorts, and other businesses which serve the traveler are evaluated. A requirement for all Hospitality Management students.
Terms Typically Offered: Fall.

HMGT 103 Travel and Tourism Marketing Techniques 3 Credits

Interpretation of marketing problems, strategies, and techniques of industries engaged in serving the traveler, methods of identifying potential markets, preferences, and likely responses to promotional programs of private and governmental travel entities. Required of all Hospitality Management students. MARK 231 recommended for baccalaureate students.
Prerequisites: HMGT 101 or permission of instructor.

HMGT 295 Independent Study 1-3 Credits

Course may be taken multiple times up to maximum of 6 credit hours.

HMGT 296 Topics 1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

HMGT 299 Internship 1-12 Credits

Classroom studies combined with salaried work in an experience which relates to the student's career goal. Only for, and required of, Hospitality Management students. Credit not available through competency or challenge.

Prerequisites: Permission of instructor.

Terms Typically Offered: Fall, Spring, Summer.

Course may be taken multiple times up to maximum of 15 credit hours.

HMGT 310 Travel and Tourism Marketing Techniques 3 Credits

Interpretation of marketing problems, strategies, and techniques of industries engaged in serving the traveler. Study will include advanced methods of identifying potential markets, preferences and likely responses to promotional programs of private and public travel entities. Required of all Hospitality Management majors.

Prerequisites: HMGT 101, MARK 231 or permission of instructor.

HMGT 311 Experiential Travel 3 Credits

Intensive course structured around faculty-led, short-term travel to selected destinations. Topics include economic, socio-cultural, environmental, legal-political, and technological influences on travel and tourism in business sectors.

Prerequisites: Junior standing.

Terms Typically Offered: Spring, Summer.

HMGT 317 Hospitality Technology 3 Credits

Comprehensive exploration of the essential knowledge and skills needed to thrive in the dynamic and technology-driven world of hospitality. This course covers the intersection of hospitality and technology, offering a deep dive into the tools, systems, and innovations that shape the modern guest experience and streamline operational processes.

Prerequisites: HMGT 101.

Terms Typically Offered: Spring.

HMGT 370 Managing Quality Service 3 Credits

Introduction of quality service management necessary for the overall management process to be successful. This course emphasizes a sound set of principles for service management with application to operations, marketing, and human resources. Practical applications, case studies and a service audit project are included.

Prerequisites: Junior standing.

Terms Typically Offered: Spring.

HMGT 371 Events Management 3 Credits

Overview of the meetings and events industry, including career opportunities. An applied approach is utilized in the planning, proposal, and execution phases of event planning to support the academic course materials.

Prerequisites: HMGT 101.

Terms Typically Offered: Fall.

HMGT 396 Topics: 1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

HMGT 410 Hospitality Facilities Management 3 Credits

Hotel or restaurant physical plant management. Interface with engineering and maintenance departments.

Prerequisites: HMGT 101.

Terms Typically Offered: Fall.

HMGT 417 Applied Hospitality Operations 3 Credits

Overview of hospitality operations in an on-campus full-service hotel. Students will interface with all departments through a complex simulation and on-site shadowing of each department.

Prerequisites: HMGT 101.

Terms Typically Offered: Fall.

HMGT 450 Strategic Hospitality Sales and Marketing 3 Credits

Strategic and operating sales and marketing plans for hospitality properties. Includes development of a sales and marketing plan as a semester project.

Prerequisites: MARK 231 or permission of instructor.

HMGT 470 Hospitality Management Strategies 3 Credits

Comprehensive overview of major hospitality industry management segments. Includes management strategies adapting to the rapidly changing hospitality industry environment.

Prerequisites: HMGT 101, HMGT 417, and HMGT 450.

Terms Typically Offered: Spring.

Fees: Yes.

HMGT 495 Independent Study 1-3 Credits

Course may be taken multiple times up to maximum of 6 credit hours.

HMGT 496 Topics: 1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

HMGT 499 Internship 1-12 Credits

Course may be taken multiple times up to maximum of 15 credit hours.