HOSPITALITY MANAGEMENT CERTIFICATE

Tourism, Environment, and Sustainable Societies

Course	Title	Credits
TMP 2303	Stay Work Play : Wellness in Hospitality Management (WECO)	4
TMP 3333	Hotel Operations Management	4
BUS 1100	Introduction to Marketing and Sales	4
Electives - Choose 2 courses, min. one Upper Level		7-8
MGM 3450	Organizational Behavior & Team Development (DICO)	
ENT 2040	Foundations of Innovation and Entrepreneurship	
ENT 3030	Social Entrepreneurship	
MKT 3120	Marketing Research and Consumer Insights (QRCO)	
MKT 3210	Event Planning and Marketing	
MKT 3500	Special Topics in Marketing	
MKT 4850	Plymouth Marketing and Design Agency	
SO 3605	Sustainability in Practice (WECO)	
TMP 2010	Introduction to Travel and Tourism (GACO)	
TMP 3040	Special Topics in Tourism and Hospitality	
TMP 3060	Ecotourism	
TMP 4010	Tourism Development (INCO,INCP,WRCO)	
Total Credits		**19-20**

Learning Outcomes - Hospitality certificate students will be able to:

- Identify, assess, and generate solutions for managerial challenges in the hospitality industry
- Identify key components of exemplary customer service
- Develop ideas for marketing planning and event operations
- Evaluate the economic, social and/or environmental impacts of hospitality business practices on the local communities in which they operate
- Acquire knowledge of diversity issues as related to hospitality management.

Career Pathways:

The hospitality and tourism industry offers many career paths, such as working for hotels and resorts, restaurants, vacation ownership, tourism and recreation management organizations, large and small event planning and design companies, private and public clubs, cruise lines, and managed food service organizations.

The certification also prepares students to begin careers in conference and convention planning, entertainment and sporting venues, and hospitality sales.