

B.S. HOSPITALITY & TOURISM MANAGEMENT - SALES AND MARKETING

This program provides a very strong core of hospitality and tourism courses and a varied general education background leading to a strategically balanced business acumen in the area of sales and marketing. Hospitality and Tourism Management students are required to maintain a 2.0 overall cumulative grade point average and a 2.0 overall grade point average in their major courses. Students in this concentration will complete the program objectives for the B.S. Hospitality and Tourism Management degree and will be required to:

- Demonstrate knowledge of the basic principles of marketing
- Demonstrate knowledge of the basic principles of sales
- Demonstrate knowledge of the importance of global markets
- Apply statistical, problem solving and critical thinking skills

Concentration in Sales Marketing Courses

BA 425	Marketing Management	3
BA 428	Strategic Selling	3
BA 437	International Marketing	3
MK 216	Principles of Advertising	3
Total Hours		12