



GRADUATE COURSE DESCRIPTIONS

HMG 6299 Hospitality Operations: A Case Approach (3 credits)

This course examines hospitality management using a critical case study approach. Hospitality businesses from the full range of industry segments including hotels, resorts, casinos, airlines, travel agencies, cruise lines, restaurants, state parks, national parks, tour operators, destination management companies (DMCs), destination marketing organizations (DMOs), theme parks, and related businesses may all be examined using a critical case study method.

HMG 6506 Contemporary Issues in Hospitality Marketing (3 credits)

Students in this course will survey advanced marketing practices that are unique to the service industry. These practices include sales procedures and practices, revenue management, the use of technology to maintain a leadership position compared to one's competitors, building a loyal customer base, a discussion of the relationship of marketing to overall organizational success, and an analysis of a hospitality operation's annual marketing plan. Students in this course will develop decision-making capabilities in product/service development, pricing, advertising and promotion, and distribution policies and become familiar with contemporary marketing concepts.

HMG 6546 Strategies for Excellence in Guest Service Management (3 credits)

This course offers an in-depth study of the provision and management of guest service in the hospitality industry from an advanced managerial perspective. This course analyses the unique problems of managing organization from the guests' perspective. The class attendees will investigate service operations management from an integrated viewpoint with a special focus on the overarching goal of competitive excellent in the delivery of guest service. Guest service as it relates to overall attainment of gross operating profit (GOP) will be examined. Further, enrolled students will participate in an in-depth examination of a regional service business in its provision of the guest service experience.

HMG 6756 Event Management (3 credits)

This course explores the events industry from an advanced managerial perspective using current educational resources from top events professional associations and practices. This course further examines the structure of the events industry, its global economic impact and reach, the various protocols and procedures in event delivery, challenges facing today's executives, operational strategies for event execution, and other ancillary items. The planning of a major event, mega event, meeting, or conference is covered.

HMG 6901 Directed Independent Study (DIS) in Hospitality Management (3 credits)

This course is a directed independent study project and includes the formulation and execution of a self-directed research project used to expand and integrate the student's knowledge and professional expertise on a topic specific to the hospitality and tourism industry.