

HOSPITALITY MANAGEMENT GRADUATE CERTIFICATE

Erivan K. Haub School of Business' unique four course (12 credits) Graduate Certificate in Hospitality Management is designed to develop and build specialized knowledge and enable current and future hospitality professionals to become more competitive in the job market, more attractive for promotions and can lead to new opportunities in different segments of the industry.

Requirements

Code	Title	Hours
FMK 711	Ovrw&Mgmt: Food&Beverage Ind	3
FMK 712	Overview Hospitality Industry	3
Choose two electives:		6
FMK 713	Food & Beverage Mktg Strategy	
FMK 725	Food & Beverage Consmr Insight	
FMK 730	Cust Serv Excell Hospitality	
FMK 732	Consumer Advertising & Promo.	
FMK 735	Event Planning & Execution	
FMK 785	ST: Food & Beverage Mktg	
Total Hours		12