

HOSPITALITY AND TOURISM MANAGEMENT (BS) EVENTS MARKETING AND MANAGEMENT CONCENTRATION

Degree Requirements

Code	Title	Hours
General Education Requirements		
41-44		
Select General Education Requirements (p. 1)		
Major Requirements		
<i>Hospitality and Tourism Management Major Core</i>		
A. Complete the following:		
HTM 200	Intro to Hosp & Tour Ind	3
HTM 210	Food & Bev Serv Mngt	3
HTM 212	Food Sanitation and Safety	3
HTM 216	Fund. of Hosp. Financial Mgt.	3
HTM 220	Mtgs., Inc., Conv., Events	3
HTM 310	Global Leadership for HTM	3
HTM 315	Hospitality/Tourism Marketing	3
HTM 318	Hospitality Industry Managerial Accounting	3
HTM 350		
HTM 382	Digital Marketing in Hospitality and Tourism	3
HTM 396	HTM Career Planning	3
HTM 410	Sustainable and Eco-Tourism	4
HTM 435	Quality Service Management - W	3
HTM 440	Lodging Management	3
General Electives 100-499		6
<i>Capstone</i>		
A. Complete the following:		
HTM 496	Internship I Capstone Exp - W	3
HTM 498	Internship II	3
<i>Events Marketing and Management Concentration</i>		
A. Complete the following:		
APR 221	Advertising Principles (Prerequisite: CA 101)	3
APR 224	Public Relations Principles	3
CA 101	Intro to Media	3
HTM 320	Destination Mgmt. & Marketing	3
HTM 340	Special Events Management	3
HTM 455	Advanced Meetings, Incentives, Conventions, Events	3
SM 384	Sport Marketing	3
Concentration Elective 100-499 from: APR, CA, HTM, SM		3
Minor Requirements		
A minor is not required for this degree program		
0		
Total Hours		117-120

General Education Requirements

Code	Title	Hours
Area I - Written Composition		
A. Complete the Following:		
EH 101	English Composition I	3
B. Complete the following:		
EH 102	English Composition II	3
Area II – Humanities & Fine Arts		
A. Complete the following:		
CA 110	Public Speaking	3
B. Select one of the following: (http://bulletin.southalabama.edu/programs-az/education-professional-studies/hospitality-tourism-management/footnote1/) ¹		
EH 215	Brit Lit before 1785	
EH 216	Brit Lit after 1785	
EH 225	Am Lit before 1865	
EH 226	Am Lit after 1865	
EH 235	World Lit before 1650	
EH 236	World Lit after 1650	
C. Select one of the following:		
ARH 100	Survey of Art	3
ARH 103	Art History I	
ARH 123	Art History II	
ARS 101	Art Appreciation	
DRA 110	Introduction to Theatre	
MUL 101	Introduction to Music	
D. Select one from the following:		
AFR 101	Intro to African Amer Studies	3
ARH 100	Survey of Art	
ARH 103	Art History I	
ARH 123	Art History II	
ARH 203	Survey of Non-Western Art	
ARS 101	Art Appreciation	
CLA 110	Intro Anc Greek Roman Culture	
DRA 110	Introduction to Theatre	
EH 215	Brit Lit before 1785	
EH 216	Brit Lit after 1785	
EH 225	Am Lit before 1865	
EH 226	Am Lit after 1865	
EH 235	World Lit before 1650	
EH 236	World Lit after 1650	
LG 101	Introductory Latin I	
LG 102	Introductory Latin II	
LG 111	Introductory French I	
LG 112	Introductory French II	
LG 121	Introductory Chinese I	
LG 122	Introductory Chinese II	
LG 131	Introductory Spanish I	
LG 132	Introductory Spanish II	
LG 141	Intro Classical Greek I	
LG 142	Intro Classical Greek II	
LG 151	Introductory German I	

LG 152	Introductory German II
LG 153	Accelerated Intro German
LG 171	Introductory Russian I
LG 172	Introductory Russian II
LG 173	Accelerated Intro Russian
LG 201	Intermediate Latin I
LG 202	Intermediate Latin II
LG 211	Intermediate French I
LG 212	Intermediate French II
LG 213	Accelerated Inter French - H
LG 221	Intermediate Chinese I
LG 222	Intermediate Chinese II
LG 231	Intermediate Spanish I
LG 232	Intermediate Spanish II
LG 234	Inter Spanish Accel -H
LG 241	Interm Classical Greek I
LG 242	Interm Classical Greek II
LG 251	Intermediate German I
LG 252	Intermediate German II
LG 271	Intermediate Russian I
LG 272	Intermediate Russian II
LG 273	Intensive Second Year Russian
LGS 101	Introductory Japanese I
LGS 102	Introductory Japanese II
LGS 106	Introductory Arabic I
LGS 107	Introductory Arabic II
LGS 110	Intro American Sign Language I
LGS 111	Intro American Sign Lang II
LGS 171	Introductory Korean I
LGS 172	Introductory Korean II
LGS 201	Intermediate Japanese I
LGS 202	Intermediate Japanese II
LGS 206	Intermediate Arabic I
LGS 207	Intermediate Arabic II
LGS 210	Intermediate ASL I
LGS 211	Intermediate ASL II
MUL 201	Contemporary Music
PHL 110	Introduction to Philosophy
PHL 120	Critical Thinking
PHL 121	Introduction to Logic
PHL 131	Introduction to Ethics
PHL 231	Social Ethics
PHL 240	Western Philosophy: Classical
REL 100	Intro to the Study of Religion
REL 201	Survey of the New Testament

Area III – Natural Sciences & Mathematics

A. Select 3-4 hours from the following:	3-4
MA 110	Finite Mathematics
MA 112	Precalculus Algebra
MA 113	Precalculus Trigonometry
MA 115	Precal Algebra-Trigonometry
MA 120	Calculus and Its Applications

MA 125	Calculus I	
B. Select 8-10 hours from the following:		8-10
AN 121 & 121L	Biological Anthropology and Biological Anthropology Lab	
BLY 101 & 101L	Life Science I and Life Science I Laboratory	
or BLY 121 & 121L	General Biology I and General Biology I Lab	
BLY 102 & 102L	Life Science II and Life Science II Lab	
or BLY 122 & 122L	General Biology II and General Biology II Laboratory	
CH 101 & 101L	Survey of Inorg and Org Chem and Survey Inorg-Org Chem Lab	
CH 131 & 131L	General Chemistry I and General Chemistry I Lab	
GEO 101 & 101L	Environmental Geography and Environmental Geography Lab	
GEO 102 & 102L	Earth and the Environment and Earth and the Environment Lab	
GY 111 & 111L	Physical Geology and Physical Geology Lab	
GY 112 & 112L	Earth History and Earth History Lab	
MAS 134 & 134L	Ocean Science and Ocean Science Lab	
PH 101 & 101L	Introduction to Astronomy and Introduction to Astronomy Lab	
PH 104 & 104L	Concepts of Physics and Concepts of Physics Laboratory	
PH 114 & 114L	Physics with Algebra-Trig I and Alg-Trig Based Physics I Lab	
PH 115 & 115L	Physics with Algebra -Trig II and Alg-Trig Based Physics II Lab	
PH 201 & 201L	Calculus-Based Physics I and Calculus-Based Physics I Lab	
PH 202 & 202L	Calculus-Based Physics II and Calculus-Based Physics II Lab	

Area IV – History, Social & Behavioral Sciences (<http://bulletin.southalabama.edu/programs-az/education-professional-studies/hospitality-tourism-management/footnote1/>)¹

A. Select one of the following:		3
HY 101	HY of Western Civilization I	
HY 102	HY of Western Civilization II	
HY 121	World Civilization I	
HY 122	World Civilization II	
HY 135	US History to 1877	
HY 136	US History since 1877	
B. Select two of the following:		6
AN 100	Intro to Cultural Anthropology	
AN 101	Intro Archaeology-Bio Anthro	
CA 100	Intro to Communication	
CA 211	Interpersonal Comm	
CJ 105	Introduction to Criminal Justice	
GEO 114	People, Places, Environment	

GEO 115	World Regional Geography	
GS 101	Intro to Gender Studies	
HY 101	HY of Western Civilization I	
HY 102	HY of Western Civilization II	
HY 121	World Civilization I	
HY 122	World Civilization II	
HY 135	US History to 1877	
HY 136	US History since 1877	
IS 100	Global Issues	
IST 201	Seasons of Life	
NAS 101	Intro Native American Studies	
PSC 130	Intro to US Government	
PSY 120	Introduction to Psychology	
PSY 250	Life Span Development	
SY 109	Introductory Sociology	
SY 112	Social Problems	
C. Complete the following:		
ECO 215	Prin of Microeconomics	3
or ECO 216	Prin of Macroeconomics	

Total Hours 41-44

Footnote

¹ Students must complete a 6 credit hour sequence either in literature (Area II – EH 215 & EH 216, EH 225 & EH 226, or EH 235 & EH 236) or history (Area IV – HY 101 & HY 102 or HY 121 & HY 122 or HY 135 & HY 136)

Graduation Plan

Course	Title	Hours
First Year		
Fall		
EH 101	English Composition I	3
Fine Art	Area II, C ¹	3
Math	Area III, A ¹	3
Science	Area III, B ¹	3
Science Lab	Area III, B ¹	1
HTM 200	Intro to Hosp & Tour Ind	3
Hours		16
Spring		
EH 102	English Composition II	3
CA 110	Public Speaking	3
Science	Area III, B ¹	3
Science Lab	Area III, B ¹	1
ECO 215 or ECO 216	Prin of Microeconomics (Area IV, C) ¹ or Prin of Macroeconomics	3
HTM 210	Food & Bev Serv Mngt	3
Hours		16
Second Year		
Fall		
Literature	Area II, B ¹	3
HTM 216	Fund. of Hosp. Financial Mgt.	3
CA 101	Intro to Media	3
Social & Behavioral Sciences	Area IV, B ¹	3
History	Area IV, A ¹	3
Hours		15

Spring		
Social & Behavioral Sciences	Area IV, B ¹	3
SM 384	Sport Marketing	3
APR 221	Advertising Principles (Prerequisite: CA 101)	3
HTM 212	Food Sanitation and Safety	3
HTM 220	Mtgs., Inc., Conv., Events	3
Hours		15
Third Year		
Fall		
HTM 310	Global Leadership for HTM	3
HTM 315	Hospitality/Tourism Marketing	3
HTM 318	Hospitality Industry Managerial Accounting	3
APR 224	Public Relations Principles	3
HTM 320	Destination Mgmt. & Marketing	3
Hours		15
Spring		
HTM 340	Special Events Management	3
HTM 396	HTM Career Planning	3
HTM 410	Sustainable and Eco-Tourism	4
HTM 435	Quality Service Management - W	3
HTM 440	Lodging Management	3
Hours		16
Fourth Year		
Fall		
HTM 250	Hospitality HR Management	3
HTM 382	Digital Marketing in Hospitality and Tourism	3
HTM 455	Advanced Meetings, Incentives, Conventions, Events	3
Concentration Elective	100-499 From APR, CA, HTM, SM	3
Humanities and Fine Arts	Area II, D ¹	3
Hours		15
Spring		
HTM 496	Internship I Capstone Exp - W	3
HTM 498	Internship II	3
General Elective		3
General Elective		3
Hours		12
Total Hours		120

¹ See General Education Requirements

Notes:

- HTM 200 is the prerequisite for all HTM core courses.
- (W) Courses that satisfy USA writing requirement.