

Hospitality Electives

12 total credits - 3 credits each

Focus Area I Strategic Brand & Experience

Hospitality
Brand Innovation
& Experience
Design*

Trends,
Technology,
& Consumer
Insights*

Loyalty
Strategy &
Management

Digital
Marketing &
Distribution
Strategy

Luxury
and Lifestyle
Brands

Meetings &
Events
Experience
Management

Food &
Beverage
Experience
Management

Complementary Courses for both Focus Areas

Designing &
Leading
High-Impact
Hospitality
Teams*

Applying &
Developing
Intentional
Hospitality
Leadership*

Entrepreneurship:
Ideation, Design
& Attracting
Investment

Global
Service
Standards

Practicum
I

Focus Area II Strategic Planning & Development

Hospitality
Financial
Management*

Revenue
Management*

Feasibility,
Analytics,
Valuation &
Business
Intelligence

Principles of
Asset
Management

Principles of
Hospitality
Law

Local
Planning &
Development
in Global
Travel

*Strongly Recommended