

## **HMGT 4100: Hospitality Marketing and Revenue Management**

### **3 Credit Hours**

*Prerequisite: HMGT 3300 and (admission to the Coles College undergraduate professional program or student in a Coles College Partner Program).*

Students in this course survey common marketing practices and revenue management issues that are unique to the hospitality industry. These practices include sales procedures, revenue management (i.e., setting room rates), 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.

## **HMGT 4200: Hospitality and Travel Law**

### **3 Credit Hours**

*Prerequisite: BLAW 2200 and (admission to the Coles College undergraduate professional program or student in a Coles College Partner Program)*

This course acquaints students with the legal aspects of the hospitality and travel industry. Students examine laws and regulations governing the industry with specific emphasis on: sources and principles of hospitality and travel law; the hotel-guest relationships and the duty owed to each other; liability and sale of guestrooms, food and beverage; employment practices; government regulations; contracts; licensing and insurance; risk management; management and franchise agreements and; commercial and case law. At the completion of the course, students will be able to recognize and evaluate legal issues for the purpose of decision making in hospitality and travel work environments.

## **HMGT 4201: Event Planning and Management**

### **3 Credit Hours**

*Prerequisite: Admission to the Coles College Undergraduate Professional Program or (60 credit hours with a minimum GPA of 2.0 and a student in a Coles College Partner Program that included this course)*

The events industry is a multi-faceted, multi-billion-dollar industry. A keen understanding of the industry's dynamics and complexities is essential for individuals planning to enter the industry. In this course, students analyze the steps in the events planning process and learn how to conceptualize events. The nature of the industry and the importance of risk management and sustainability are also explored. Upon completing this course, students will be able to plan, execute and evaluate events.