HOSPITALITY GRADUATE COURSE DESCRIPTIONS

Course Number	Credits	Course Title	Description
HPRM 6320	3	Hospitality Services Marketing	Principles and models of services marketing with focus on applications to hospitality services industry; expansion of traditional marketing mix variables into additional development of hospitality service concepts, marketing plans, and service quality assessments.
HPRM 6331	3	Advanced Resort/Lodging Management	Issues, theories, and best practices of resort and lodging industry. May be repeated for a maximum of 9 credit hours.
HPRM 6340	3	Information Technology HPRM	Framework for information technology, systems development methodologies, and strategic information systems planning; current issues relating to the hospitality industry; focus on using information technology in networked environment to achieve organizational goals and objectives.

HPRM 6350	3	Properties Development/Planning	Problems and opportunities inherent in developing and planning resort and hospitality facilities; sequence of property development, conceptual and space planning, design criteria, and construction management; establishing appropriate facilities requirements, understanding industry practices, and implementing properties decisions with integrated design, operations, financial and real estate framework.
HPRM 7020	3	Analyze/Decision-Making in Hospitality	This course will examine how organizations in the hospitality industry can use analytics to make better decisions to solve practical industry problems. Analytics involves the use of data and data analysis to make fact-based decisions. This class will address the use of data as a tool for project development decision-making and for strategic success. It will focus on the collection, ensure success. Special emphasis will be placed on entrepreneurial decision-making.
HPRM 7111	1	Hospitality Grad Study Seminar	The course will consist of readings, projects, case studies, and restricted by program or permit required.
HPRM 7200	2	Hospitality Studies Seminar	This seminar is designed to provide an orientation for new graduate students who have been admitted to the Hospitality management program about graduate studies. Most students in this course are either beginning MS students in the hospitality management program. The focus of all course activities, therefore, is on familiarizing the student with graduate studies and requirements for a MS degree in hospitality management.

HPRM 7320	3	Advanced Hospitality Marketing	The course provides an overview of the function of marketing as it relates to the hospitality industry. Important topics include marketing concepts, service characteristics, marketing environment and intelligence, marketing research, marketing mix, segmentation, targeting positioning, distribution channels, and new media marketing techniques. Special emphasis will be placed on the analysis of the marketing environment and the diversity of marketing practices used by hospitality marketers in today's global marketplace.
HPRM 7331	3	Hospitality Services Operations Management	Theory, application, and understanding of hospitality services operations, methods and practices. Integration of new trends and technology encompassing a global perspective.
HPRM 7340	3	Strategic Pricing and Revenue Max	Strategies and tactics employed in pricing of hospitality goods and services. Principles and concepts of strategic pricing and strategic financial management for revenue maximization.
HPRM 7350	3	Hospitality Asset Management	Strategies and tools to manage hospitality investments including development of skills to build value at both portfolio and property levels. Topics include: hotel management contracts, franchise agreements, benchmarking and financial analysis, and global asset management.
HPRM 7413	3	Employee Development Issues	This course is designed for students of general hospitality management, rather than for specialists in human resource management. This course will introduce you to the major issues associated with managing people in the context of the global marketplace.

HPRM 7421	3	Legal and Sustainability Issues in Hospitality	This course covers the basics of hospitality facility management and sustainable development and operations. The course will cover building systems equipment, engineering management functions, asset management views and capital project execution. Sustainability issues will cover a broad range of issues ranging from the legal environment, global certifications to tactical green activities that all hospitality y operations should consider while developing on a global scale. After completing the course, the students should be fully aware of the issues related to facility management as well as sustainable principles, practices, and policies pertaining to the hospitality industry
HPRM 7442	3	Advanced Strategic Marketing in Hospitality	Capstone experience with strategic decision-making principles in hospitality/tourism. Application of skills, knowledge and understanding of areas of concern for formulating and implementing operational strategies.
HPRM 7651	3	Driving Sales and Revenue in Hospitality	This class revolves around the verification and application of marketing concepts that were taught in prior marketing courses. If you have forgotten these basic concepts, reacquaint yourself with them. Marketing directly relates to revenues, sales, and profitability. The tools used can directly or indirectly affect these outcomes. Within marketing there are very few singularly "best" solutions. Far too many students feel marketing is just advertising: it is not. This course will help fine tune already existing skill sets. It is vital that you realize hospitality companies expect stellar writing and presentation skills as well as statistical and marketing related tools. They also want people who know what is happening in the hospitality marketplace today. To help in this expectation you will read many articles related to the business industry from various sectors including the hospitality industry.

| HPRM 7870 | 3 | Research and Data Analysis in Hospitality | This course aims to provide an understanding of the value and limitations of business research. Students will be introduced to some key research methods and design issues. This course will also provide a survey of research methodology currently used in the field of hospitality administration and management. In addition to learning basic research methods and approaches, the student will relate these items to the analysis of projects and learn of existing research problems confronting administrators and managers. |
| HPRM 7996 | 1-6 | Thesis | Application for writing a thesis must be filled out on an approved form after consultation with the major professor and filed with the Coordinator of Graduate Programs. Grades of S, U, or IP will be given. |