

HTM Areas of Emphasis

Guidance for HTM and Free Elective Course Selection

The HTM Checksheet includes six (6) HTM Electives and 24 free electives in the program of study. As a student, you have the choice of using up to eleven (11) of these free electives in the Pamplin College of Business. It is therefore, possible to take as many as seventeen (17) credits of HTM/PCOB electives. Due to Pamplin College requirements students are **not allowed** to go over this 17 hour limit.

In discussion with your major advisor you will want to explore courses and career opportunities that work best for you. Below is a sample of some of the courses that can be used in concert to form an area of emphasis. Students may wish to select twelve (12) hours or more in one of these areas or develop a customized offering of courses to fit their personal needs. This list is not meant to be inclusive or required, but only a sample as students plan their program of study.

Hospitality Operations Management

HTM 2464 Introduction to Service
HTM 2434 Hospitality Sales
HTM 2474 Introduction to Meetings and Convention Management
HTM3464 Hospitality and Tourism Research Methods
HTM 4454 Hospitality Marketing Management
HTM 2954/3954 Study Abroad – studies aimed at hotel operations
HTM 3114 Special Topics in Hospitality and Tourism Studies – Ex. Club Management

Global Tourism Management

HTM 2454 Travel and Tourism Management
HTM 3484 Socio-Cultural Impacts of Tourism
HTM 3464 Hospitality and Tourism Research Methods
HTM 3454 Tourism Analysis
HTM 4454 Hospitality Marketing Management
HTM 2954/3954 Study Abroad
HTM 3114 Special Topics in Hospitality and Tourism Studies. Ex. Winery Management

Restaurant and Food Management

FST 2014 Introduction to Food Science
HNFE 2424 & 2434 Food Selection & Prep
HTM 2414 Catering Management
HTM 4454 Hospitality Marketing Management
HTM 3114 Special Topics in Hospitality and Tourism Studies. Ex. Winery Management
HTM 2964 Field Study (1-3 credits)
HTM 2954/3954 Study Abroad - studies related to food management

Meetings and Event Management

HTM 4424 Event Management

HTM 2434 Hospitality Sales

HTM 2414 Catering Management

HTM 2474 Introduction to Meetings and Convention Management

HTM 4454 Hospitality Marketing Management

HTM 3114 Special Topics in Hospitality and Tourism Studies. Ex. Winery Management

Club and Resort Management

HTM 3114 Special Topics in Hospitality and Tourism Studies. Ex. Club Management

HTM 3114 Special Topics in Hospitality and Tourism Studies. Ex. Winery Management

HTM 2514 Catering Management

HTM 2464 Introduction to Service

HTM 4424 Events Management

HTM 4454 Hospitality Marketing Management

MKTG 4654 Marketing and Society