Program Description

(R): 237

This program of study is designed for individuals working in the hospitality or related industry who wish to enhance their college degree in the field of meeting, conference, and event planning. The certificate focuses on all major aspects involved with planning a meeting, conference, or event, including courses in catering and banquets, food and beverage cost control, lodging and food service law, and sales and advertising of lodging and food services.

Program Outcomes

Upon completion of this program a student will be able to:

• Describe the complexity of the hospitality industry as a whole.
• Explain general management theory as it applies to hospitality management.
• Manage all major aspects of meeting, conference, or event planning, including catering and banquets, food and beverage cost control, lodging and food service law, and sales and advertising.
• Demonstrate an ability to work effectively as a member of a team, provide exemplary customer service, and perform responsibilities in an ethical manner.
• Explain the importance of diversity in the hospitality industry.
Program Requirements
A suggested course sequence for full-time students follows. All students should review this advising guide and consult an advisor.

Program Requirements
   HMGT 107 - Food and Beverage Management 3 semester hours
   HMGT 110 - Principles of Food Production- Lecture 2 semester hours
   HMGT 111 - Principles of Food Production- Laboratory 2 semester hours
   HMGT 201 - Lodging and Food Service Law 3 semester hours *
   HMGT 204 - Catering and Banquets 3 semester hours
   HMGT 211 - Supervision and Leadership in the Hospitality Industry 3 semester hours
   HMGT 240 - Lodging and Food Service Sales and Advertising 3 semester hours *
   HMGT 250 - Meeting, Conference, and Event Planning 3 semester hours

Total Credit Hours: 22
* Offered Spring only.