



COASTAL CAROLINA

U N I V E R S I T Y

HOSPITALITY, RESORT, AND TOURISM MANAGEMENT MINOR **Effective Fall 2014**

The minor in Hospitality, Resort, and Tourism Management will prepare students majoring in non-business degree programs for supervisory positions in the tourism industry. Emphasis is placed on management, marketing, and other special topics relevant to supervisors in resort destination areas.

Students completing the Hospitality, Resort, and Tourism Management minor will have competencies in the basic managerial, marketing, and information system application in hospitality and tourism businesses. Additionally, they will be able to respond to challenges facing hospitality and tourism business supervisors in a resort destination area.

HOSPITALITY, RESORT, AND TOURISM MANAGEMENT MINOR (18 Credits)

CBAD 301 Management and Organizations	3
CBAD 350 Marketing.....	3
HRTM 101 Introduction to Resort Tourism Management	3
HRTM 393 Management Information Systems (=CBAD 393).....	3

Choose two from the following: (6 Credits).....6

- HRTM 230 Introductory Resort Tourism Internship (3)
- HRTM 282 Survey of Food and Beverage Management (3) (=PGMP 282)
- HRTM 385 Current Issues in Resort Tourism (3)
- HRTM 387 Conventions and Event Management (3)

TOTAL CREDITS REQUIRED18