

# Check Sheet: Catalog Year 2023-24

## Certificate in Hospitality Administration

Name \_\_\_\_\_

ID: \_\_\_\_\_

| REQUIRED (12 hrs.)*                                                                 |  |
|-------------------------------------------------------------------------------------|--|
| MKTG 3700 - Principles of Marketing                                                 |  |
| MKTG 3740 - Introduction to Hospitality (FALL)                                      |  |
| MKTG 3750 - Event Planning and Production (SPRING)                                  |  |
| MKTG 4720 - Services Marketing (requires MKTG 3700 or permission) (FALL)            |  |
| ELECTIVES (3 hrs.)*                                                                 |  |
| <b>CHOOSE ONE:</b>                                                                  |  |
| BUSA 4960 - Undergraduate Internship (hospitality) (requires MKTG 3740 & MKTG 4720) |  |
| MKTG 4950 - Study Away (Asheville) (requires MKTG 3740) (SUMMER)                    |  |

**Total Hours required for minor: 15 hrs.**

\*Must earn a C or better