

HOTEL, RESTAURANT AND TRAVEL MINOR

MKT 610

Marketing Hospitality Organizations

Total Credits

20

<https://cps.unh.edu/online/program/minor/hotel-restaurant-travel>

Description

Students in the Hotel, Restaurant, and Travel minor will explore the theories, principles, and trends of successful hospitality operations in a constantly changing environment. Courses are designed to employ experiential and immersive teaching techniques to assist students in learning how to diagnose and address the diverse range of issues associated with the hospitality industry. This minor focuses on helping students to learn how to develop practical leadership and managerial competencies as well as using systems thinking to discover the interrelated nature of the industry and the communities that support these vital economic, cultural, and lifestyle operations.

NOTE: This minor may not be declared with the following major: BS Business Management: Hotel, Restaurant, Travel.

Students will have the opportunity to:

1. Identify and evaluate how the various segments of the hotel, restaurant, and travel industries operate in a constantly evolving environment.
2. Evaluate, develop, and apply effective managerial and leadership competencies in the areas of: hotel and restaurant operations, revenue management, cost controls, event/venue planning and management, and travel and tourism management.
3. Analyze, evaluate and solve industry related problems utilizing data driven reasoning concepts, critical systems thinking in all sectors of the hotel, restaurant, and travel industries while applying problem-solving and critical-thinking skills to create efficiencies in hospitality operations, improve interpersonal skills, and to resolve workplace conflict.
4. Articulate the ethical importance of hiring, training, and employing a diverse workforce.
5. Evaluate and employ technology that assists in both financial and operational efficiencies while acknowledging and addressing the inherent ethical and practical issues.

Requirements

All minor courses must be completed with a minimum grade of C-, and a 2.0 grade point average must be maintained in courses for the minor. Two courses must be at the upper level (600 or 700). Only one overlap is allowed between major and minor.

Minor Requirements

Code	Title	Credits
HRT 600	Hotel and Restaurant Management	4
HRT 635	Leadership and Sustainable Tourism	4
Choose three of the following:		12
HRT 601	Food Service Systems and Control	
HRT 660	Event, Meeting, and Conference Management	
HRT 680	Revenue Management in the Hospitality Industry	