HOSPITALITY (HRM)

Courses

HRM 102. Introduction to Hospitality Management. 3 Credits.
This introductory course is a survey of contemporary hospitality and managerial practices and procedures that are pertinent to the hospitality industry. It examines the overall operation of hospitality including hospitality and tourism leadership, communication, front office leadership, customer service, housekeeping operations, facilities management, human resources, food and beverage service, and managing banquets and catered events. Prerequisites: ENG 098, FYE 101, MAT 092, RDG 098, or placement.

HRM 103. Hospitality Marketing. 3 Credits.
This course introduces the basic factors involved in implementing the “marketing concept” with an emphasis on the hospitality and tourism industry including the four elements of the marketing mix: product planning, promotion, pricing, and distribution. Also covered are the societal, legal, economic and competitive environments within which sales and marketing functions within the hospitality industry. Prerequisites: MAT 092, RDG 098, ENG 098, FYE 101 or placement.

HRM 199. Internship for Hospitality Management. 3 Credits.
In this course, students will apply knowledge, perform administrative procedures, and develop professional attitudes for interacting with other professionals and hospitality consumers in the actual hospitality industry. This will involve 120 hours unpaid experience at an MWCC-approved hospitality site. Prerequisites: ACC 101, CIS 127, BUS 125, HRM 102, and approval of the instructor.