

Certificate in Hospitality Management

Offered through the College of Extended and Global Education (<http://cel.csusb.edu/>)

Certificates may be earned by regularly matriculated or extended learning students and denote successful completion of a prescribed program of study designed to:

1. impart specified professional/vocational/career competencies; or
2. produce mastery of the content of a sub-field of an academic major (discipline); or
3. provide exposure to the range of materials in a traditional or emerging interdisciplinary field.

Certain certificate programs contain 6000-level courses as requirements and/or electives. These 6000-level courses may not be taken by undergraduate students. Candidates must receive two-thirds of their certificate-applicable credit from the university. The transferring of credit or the substitution of courses may occur only after application to the appropriate campus authority.

Certificate Requirements (19 units)

MKTG 5250	Sports and Entertainment Marketing	3
MKTG 5700	Hospitality Operations Management	3
MKTG 5750	Hospitality Internship I	1
MKTG 5720	Hotel Operations and Service Management	1
MKTG 5752	Hospitality Internship II	2
MKTG 5730	Festival and Entertainment Management	3
MKTG 5740	Tribal Gaming: Cultural and Political Context	3
HRM 4550	Human Resources Management	3
Total Units		19

Any of the course prerequisites in the certificate program can be waived with the instructor's consent.