

HOSPITALITY AND TOURISM ANALYTICS, GCRT

Requirements for Students Matriculating in or before Academic Year 2024-2025. Learn more about Graduate College Academic Regulation 7.0 (<http://catalog.okstate.edu/graduate-college/#70>).

Total Hours: 12

Code	Title	Hours
Required Courses		
HTM 5503	Big Data Analytics in Hospitality and Tourism Management	3
HTM 5263	Applied Revenue Management in Hospitality and Tourism Management	3
Hours Subtotal		6
Electives		
Select 6 hours from the following:		6
HTM 5323	Hospitality and Tourism Financial Management	
BAN 5511	Web Analytics and Digital Marketing	
BAN 5521	GIS Applications in Marketing Analytics	
MKTG 5733	Introduction to Marketing Analytics	
MKTG 5743	Advanced Marketing Analytics	
BADM 5513	Fundamentals of Business Analytics	
MSIS 5673	Descriptive Analytics and Visualization	
MSIS 5623	Information and Network Technology Management	
MSIS 5633	Predictive Analytics Technologies	
MSIS 5643	Graduate Database Management	
MGMT 5543	Human Resource Analytics	
Hours Subtotal		6
Total Hours		12

Graduate College Certificate Requirements

Learn more about Graduate College 2024-2025 Graduate Certificate Program Requirements (<http://catalog.okstate.edu/graduate-college/>). Check the General Graduate College academic regulations for minimal GPA, language proficiency and other general requirements.