

# 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     |
|------------------------------------|--|-----------|
| <b>Required Courses</b>            |  |           |
| HTM 5503                           | Big Data Analytics in Hospitality and Tourism Management         | 3         |
| HTM 5263                           | Applied Revenue Management in Hospitality and Tourism Management | 3         |
| <b>Hours Subtotal</b>              |  | <b>6</b>  |
| <b>Electives</b>                   |  |           |
| 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   |           |
| <b>Hours Subtotal</b>              |  | <b>6</b>  |
| <b>Total Hours</b>                 |  | <b>12</b> |

## 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.