

TRAVEL AND TOURISM MANAGEMENT, UCRT

Requirements for Students Matriculating in or before Academic Year 2024-2025. Learn more about University Academic Regulation 3.1 (<http://catalog.okstate.edu/university-academic-regulations/#matriculation>).

Chesapeake Energy Business Student Success Center, 155 Business Building, 405-744-2772

Total Hours: 16

Code	Title	Hours
Required Courses		
HTM 3223	International Travel and Tourism (I)	3
HTM 3243	The Business of Tourism	3
Hours Subtotal		6
Electives ¹		
Select 10 hours from the following:		10
MKTG 4123	Influencer Marketing	
HTM 3783	Diversity, Equity, and Inclusion in Hospitality & Tourism (D)	
HTM 4183	Sustainable Tourism and Geography ²	
HTM 1103	Introduction to Hospitality and Tourism	
HTM 3563	Culture, Food, Beverage, and Travel (I)	
EEE 4333	Launching a Business: The First 100 Days	
HTM 4090	International Hospitality Studies	
HTM 4093	European Travel and Tourism (I)	
HTM 4103	Legal and Ethical Issues in Hospitality, Tourism, & Gaming	
BADM 2093	Study Abroad: Contemporary International Culture and Business Impacts	
BADM 3090	Study Abroad (I)	
BADM 4093	Study Abroad: Business Impacts of Contemporary International Culture (I)	
MKTG 4543	Social Media Strategies ³	
MKTG 4773	Services Marketing ³	
MGMT 3013	Fundamentals of Management (S)	
GEOG 4143	Geography of Travel and Tourism	
GEOG 4153	Geography of Outdoor Recreation	
Hours Subtotal		10
Total Hours		16

1

Other study abroad programs, semester study abroad programs, and modern foreign language may be considered as electives with approval from the Program Director.

2

HTM 4183 may be replaced by GEOG 4443 or GLST 4443 with approval by the Program Director.

3

MKTG 3213 is the prerequisite.

Other Requirements

A minimum of 50 percent of the business hours required for the certificate must be OSU delivered in residence or OSU online courses.