

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.