



HOSPITALITY & RETAIL MANAGEMENT MASTER'S DEGREE PLAN (IN-PERSON)

*The in-person program (Lubbock campus)
has two options: Thesis or Non-Thesis.*

There are also two tracks: Hospitality or Retail.

CORE COURSES

18 HOURS

All tracks require:

HRM 6316 - Marketing

HRM 6353 - Market Research or HRM 6325 - Academic Research

HRM 6332 - Accounting & Finance

HRM 5345 - Consumer Behavior

HRM 6311 - Ethics

Hospitality track: RHIM 6341 - Strategic Management

Retail track: RETL 6346 - Category Management

Thesis option: 6 hours of HRM 6000 - Thesis and HRM 6333 - Statistics

ELECTIVES

15 HOURS

Students may choose five (5) additional 5000, 6000, or 7000 level courses to meet the elective requirements. The courses may be RHIM, RETL, HRM, or a combination of these.

GRADUATE CERTIFICATES

Students may also choose to complete one or more certificates to satisfy the elective course requirements.

ADVANCED ENTREPRENEURSHIP IN THE SERVICES INDUSTRY

Required: HRM 5355 - Advanced Entrepreneurship

Choose three (3):

HRM 6311 - Ethical Decision Making

HRM 6353 - Marketing Research

RHIM 5375 - Operations Management

HRM 6316 - Advanced Marketing

HRM 5345 - Consumer Behavior

ADVANCED WEDDING AND CONFERENCE MANAGEMENT

HRM 6316 - Advanced Marketing

HRM 5355 - Advanced Entrepreneurship

HRM 5342 - Advanced Wedding Planning

HRM 5360 - Advanced Event Planning