



## HOSPITALITY & RETAIL MANAGEMENT MASTER'S DEGREE PLAN (ONLINE)

The online Master's degree in Hospitality & Retail Management is a 33 credit hour program designed to be flexible in providing students with opportunities in hospitality, event, and retail management. Students may also include one or more certificates in their program.

### CORE COURSES

#### **15 HOURS**

HRM 6316 - Marketing  
HRM 6353 - Market Research  
HRM 6332 - Accounting & Finance  
HRM 5345 - Consumer Behavior  
HRM 6311 - Ethics

### ELECTIVES

#### **18 HOURS**

Students may choose six (6) 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