

Hospitality & Retail Management (HRM)

Master's Degree Plan – 33 Hours

Core (15 hours)

- (3) HRM 6311 Ethical Decision Making
- (3) HRM 6316 Advanced Marketing
- (3) HRM 6325 Research Methods or 6353 Market Research
- (3) HRM 6332 Adv. Acct and Finance
- (3) HRM 6345 Consumer Behavior

Retail Track Core (3 hours)

- (3) RETL 6346 Category Management *

Hospitality Track Core (3 hours)

- (3) RETL 6341 Strategic Management *

* These courses may be taken as an elective in the other track

Choosing a Thesis or Non-Thesis Track

Students may choose to follow a thesis or non-thesis track for a total of 15 hours above the core.

Thesis: HRM 6333 – Quantitative, 6 hours of thesis (HRM 6000) and 6 hours of electives.

Non-thesis: 15 hours of electives and complete an exit exam/project in conjunction with RHIM 6341 or RETL 6346.

ELECTIVE COURSES

HRM

- (1-6) HRM 5001 Internship
- (3) HRM 5311 Problems in HRM
- (3) HRM 5355 Advanced Entrepreneurship
- (3) HRM 5345 Advanced Wedding Planning

RHIM

- (3) RHIM 5310 Sensory Evaluation
- (3) RHIM 5345 Wine Marketing and Tourism
- (3) RHIM 5352 Adv. Culture and Cuisine
- (3) RHIM 5375 Operations Management
- (3) RHIM 6308 Advanced Lodging
- (3) RHIM 6350 Adv. Travel & Tourism
- (3) RHIM 6370 Adv. Food Systems MGMT

HRM

- (3) HRM 5360 Advanced Event MGMT
- (3) HRM 5385 Focus Group Research
- (1-6) HRM 7000 Research
- Additional Courses are also available

RETL

- (3) RETL 5300 Retail Field Study Tour
- (3) RETL 5320 Adv. Retail Category MGMT
- (3) 5335 Adv. Practices in Web-Based Retail
- (3) RETL 5350 Adv. Retail Global Sourcing
- (3) RETL 5380 Adv. Retail Buying and Control
- (3) RETL 6310 Retail Trend Analysis
- (3) RETL 6335 Advanced Concepts in E-Commerce
- (3) RETL 6365 Retail Buying