

GASTRONOMY AND MARKETING IN HOSPITALITY, CERTIFICATE

This certificate examines the relationships between gastronomy, tourism, and marketing for the hospitality industry. The rise in mainstream interest in food and drink has provided opportunities for new markets and businesses. Gastronomy will be studied from its history to its present contributions in the hospitality industry, eventually exploring futuristic trends in food and drink. This certificate will also prepare students for marketing goods and services within the hospitality industry using social, digital, and online reputation management practices.

For more information about Hospitality Management, please visit the program page (<http://www.cod.edu/hospitality/>).

Certificate Requirements

Field of Study Code: HOSP.CER.GASTRO

Code	Title	Credits
HOSP 2258	Gastronomy and Marketing in Hospitality	4
Total Credits		4