

HOSPITALITY SALES AND MARKETING, CERTIFICATE

The **Hospitality Sales and Marketing certificate** develops the skills needed to be successful in hospitality sales and marketing. This certificate also offers the opportunity to sell guest rooms for the Inn at Water's Edge, our on-campus boutique hotel, while completing an internship. This certificate requires 20 credits in the courses listed below.

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

Certificate Requirements

Field of Study Code: HOSP.CER.SALE

| Code | Title | Credits |
|----------------------|--|-----------|
| HOSP 1100 | Introduction to the Hospitality Industry | 3 |
| HOSP 1111 | Front Office Operations | 3 |
| HOSP 2203 | Professional Catering & Banquet Management | 3 |
| HOSP 2253 | Meeting and Event Management I | 3 |
| HOSP 2260 | Hospitality Sales Management | 3 |
| HOSP 2280 | Hospitality Marketing Management | 3 |
| HOSP 2862 | Internship (Career & Technical Ed) | 2 |
| Total Credits | | 20 |