Certificate in Tourism and Hospitality Marketing

(12 hours)

Certificate programs in the Department of Management and Marketing require 12 credit hours and are composed of courses specific to an area of study. To obtain a Certificate in Tourism and Hospitality Marketing (THM), students must complete the courses outlined below, and submit the "Intent to Complete a Certificate" form on the right side of the page to the Department of Management and Marketing.

THM 620 Principles and Practices in THM
THM 621 Tourism and Hospitality Marketing

Choose two of the following:
MKT 301 Marketing Principles
MKT 603 Customer Service and Relationship Management
MKT 606 International Marketing
COMM 208 Communication and the Information Society
COMM 347 Advertising
INT 250 Introduction to Web Development

(Only non-majors are eligible. No grade lower than a "C" is acceptable for the classes taken. All courses applied toward the certificate must be taken for credit, and cannot be counted toward more than one certificate.)

Upon completion of certificate requirements you should receive your certificate in the mail approximately 2-4 weeks from the date of approval.

FORT HAYS STATE UNIVERSITY
DEPARTMENT OF MANAGEMENT AND MARKETING

Intent to Complete a Certificate in Tourism and Hospitality Marketing

Student _____
(Last Name) *(First Name)* *(Middle Name)*

Student ID# _____ **Phone Number** _____

Major _____ **E-mail** _____

List the address the certificate should be mailed to:

_____
(Street Address) *(Apt. #)*

_____
(City) *(State)* *(Zip Code)*

Please indicate the semester, year, and grade for each of the following classes you completed:

Semester	***Year***	***Grade***	
_____	_____	_____	THM 620 Principles and Practices in THM
_____	_____	_____	THM 621 Tourism and Hospitality Marketing
_____	_____	_____	Additional Course: _____
_____	_____	_____	Additional Course: _____

Student Signature _____

Certificate Approval _____
(Department Chair Signature) *(Date)*

302 McCartney Hall • 600 Park Street • Hays, KS 67601-4099
(785) 628-4201 • FAX (785) 628-5398 • www.fhsu.edu/management/certificate-programs/