

***Certificate in Tourism and Hospitality Marketing***  
*(12 hours)*

Certificate programs in the Department of Applied Business Studies 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 Applied Business Studies.

*Required Courses:*

- THM 621 Tourism and Hospitality Marketing
- MKT 301 Marketing Principles
- MKT 610 Social Media Marketing

*Choose one of the following:*

- THM 601 Special Topics in THM
- THM 620 Principles and Practices in Tourism and Hospitality Management
- THM 622 Service Operations Management
- THM 623 Meetings, Conventions, and Events Management
- THM 624 Hotel and Resort Management
- THM 625 International Hospitality: Problems & Planning
- THM 626 Food and Beverage Management
- THM 627 Casino Management
- THM 628 Health and Wellness Tourism
- THM 630 Spa Facility and Destination Management
- THM 631 Medical Tourism
- THM 632 Sustainable Tourism & Events

***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 APPLIED BUSINESS STUDIES**

**Intent to Complete a Certificate in Tourism & 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:

<i>Semester</i>	<i>Year</i>	<i>Grade</i>	
_____	_____	_____	THM 621 Tourism and Hospitality Marketing
_____	_____	_____	MKT 301 Marketing Principles
_____	_____	_____	MKT 610 Social Media Marketing
_____	_____	_____	Additional Course: _____

**Student Signature** \_\_\_\_\_

**Certificate Approval** \_\_\_\_\_  
*(Department Chair Signature) (Date)*