HOSPITALITY AND TOURISM MANAGEMENT B.S. – 2025-Current

University of South Alabama – College of Education and Professional Studies - Department of Integrative Studies

GENERAL EDUCATION ***(41 Hours)***	**Grade**	**Hours**
Area I - Written Composition (2 Courses, 6 Hours)		
EH 101 English Composition I		3
EH 102 English Composition II		3
Area II - Humanities and Fine Arts (4 Courses, 12 Hours) **Sequence required in either English (EH) or History (HY)**		
CA 110 Public Speaking		3
One course from EH 215, 216; 225, 226; 235, 236		3
One course from: ARH 100, 103, 123; ARS 101; DRA 110; MUL 101		3
One course from: AFR 101; ARH 100, 103, 123; ARS 101; DRA 110; EH 215, 216, 225, 226, 235, 236; IST 105**;** LG 111, 112, 131, 132, 151, 152, 171, 172, 211, 212, 231, 232, 251, 252, 271, 272; LGS 101, 102, 106, 107, 121, 122, 141, 142, 201, 202, 206, 207, 221, 222, 241, 242; MUL 101; PHL 110, 120, 121, 131, 231, 240; REL 100, 200, 201		3
Area III - Natural Science and Mathematics (3 Courses, 11 Hours)		
One course from: MA 110, 111, 112, 113, 115, 120, 125, 126, 227, 237, 238		3
Two courses from (including lab): AN 210; BLY 101, BLY 102, BLY 121, 122, 205; BMD 110, 111; CH 101, 103, 131, 132; GEO 101, 102; GY 111, 112; MAS 134; MET 140; PH 101, 104, 114, 115, 201, 202 (Or NS transfers)		8
Area IV - History, Social and Behavioral Sciences (4 Courses, 12 Hours) **Sequence required in either English (EH) or History (HY)**		
(*Students will only receive credit for 2 history courses.)*		
At least one course from HY 101, 102, 121, 122, 135, 136		3
One course from: ECO 215, 216		3
One course from: AN 100, 101; CA 100, 211; ECO 215, 216; GEO 114, 115; GS 101; IS 100; IST 201; PSC 130; PSY 120, 250; SY 109, 112		3
One course from: AN 100, 101; CA 100, 211; ECO 215, 216; GEO 114, 115; GS 101; HY 101, 102, 121, 122, 135, 136; IS 100; IST 201; PSC 130; PSY 120, 250; SY 109, 112		3
GENERAL ELECTIVES ***(6 Hours)***		
Electives 100-499		6
HTM MAJOR CORE REQUIREMENTS ***(49 Hours)***		
HTM 200 Introduction to Hospitality and Tourism Industry		3
HTM 210 Food and Beverage Services Management		3
HTM 212 Food Sanitation and Safety		3
HTM 216 Fundamentals of Hospitality Financial Management		3
HTM 220 Meetings, Incentives, Conventions and Events (MICE I)		3
HTM 250 Hospitality HR Management		3
HTM 310 Global Leadership for HTM Professions		3
HTM 315 Hospitality and Tourism Marketing (W) (*Satisfies University Writing Requirement)*		3
HTM 318 Hospitality Industry Managerial Accounting		3
HTM 382 Digital Marketing in Hospitality and Tourism		3
HTM 396 HTM Career Planning		3
HTM 410 Sustainable and Eco-tourism		4
HTM 435 Quality Service Management (W) *(Satisfies University Writing Requirement)*		3
HTM 440 Lodging Management		3
Capstone Sequence: (6 Hours-*Requires Advisor Approval Prior to Registration)*		
HTM 496 Practicum/Work Experience		3
HTM 498 Internship in HTM		3

CONCENTRATIONS: (Choose one below from **Events Marketing and Management OR Global Leadership**)

EVENTS MARKETING AND MANAGEMENT ***(24 Hours)***		
APR 221 Advertising Principles *(Prerequisite: CA 101)*		3
APR 224 Public Relations Principles *(Prerequisite: CA 101)*		3
CA 101 Intro to Media		3
HTM 320 Destination Management & Marketing		3
HTM 340 Special Events Management		3
HTM 455 Meeting, Incentives, Conventions and Events (MICE II)		3
SM 384 Sports Marketing		3
Elective -Advisor Approved 100-499 from APR, CA, HTM, SM		3
GLOBAL LEADERSHIP ***(24 hours)*** **Recommended*		
*HTM 320 Destination Management & Marketing		3
*HTM 330 Cruise Operations Management		3
*IST 495 Professional Leadership and Teamwork		3
*OL 300 Introduction to Organizational Leadership		3
SM 300 Global Tourism		3
*SM 391 Leadership in Sports Management and Recreation Studies		3
Electives 100-499 (Recommended: HTM, IST, OL, SM)		6
	Total Hours	**120**

Revised 5/29/25

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University and College Requirements:

Writing Requirement – The University requires that a candidate for graduation must have completed two designated writing credit courses at USA, with at least one course chosen from offerings in the candidate's major or minor. Courses meeting this requirement are designated with a (W) after the course title in the "Courses" section of the University Bulletin. Individuals who transfer in credit to substitute for a course(s) designated as a (W) course must meet the writing requirement by taking a (W) course(s) at USA.

Transient Approval – Students must have prior approval (obtained in the Advising Center) to enroll as a transient student at another institution. A maximum of 60 semester hours (or 50% of total hours required for the program) may be accepted from a two-year institution.

Residency Requirement – A candidate for graduation must complete a minimum of 25 percent of the credit hours required for the degree through instruction offered by the University of South Alabama in upper-division course work (300 and 400 levels).