Hospitality Management Programs

hospitality.chemeketa.edu

The Hospitality Management curriculum focuses on the management aspects of Oregon's fastest-growing industry: hospitality. The program covers lodging, meeting, event, and convention management; food and beverage; and casino management. Upon graduation, students may enter the hospitality industry working in such areas as hotel marketing, sales and operations, innkeeping, meeting, convention and special event planning, restaurant management, catering and banquet operations, and casino supervision.

The intent of the program is for students with an Associate of Applied Science degree and one-year certificate to obtain entry-level management positions within the hospitality industry. Students will also be advised on opportunities to continue their education by working toward a four-year degree in hospitality management through other universities.

Total required credit may vary due to three to four credit conversion. Chemeketa degree and certificate minimum requirements must be met.

Program outcomes

Students completing the Hospitality Management Certificate will:

- Apply marketing and sales principles in the hospitality industry.
- Establish the guest-host relationship inherent to the hospitality industry.
- Use cost control terms and techniques to review hospitality operations.

Students completing the Event Management Certificate will:

- Organize and manage a special event or meeting utilizing appropriate operational coordination.
- Coordinate critical and unique impacts of the hospitality and tourism industry on event planning.
- Formulate a marketing plan to promote and/or sell an event.

Students completing the AAS will:

- Design a strategic marketing plan.
- Apply quality guest service standards to deliver competitive guest experiences to diverse cultural groups.
- Analyze hospitality industry functions, their operations requirements and revenue impacts
- Describe techniques for maximizing hiring, training, development and retention of hospitality employees.

Getting started

The first step to entering the following programs is to take part in an assessment process, which includes taking the college's free placement test and meeting with Counseling and Career Services. You may need to complete pre-program courses. Then, your advisor will help you develop an individualized program of study, which may include one or more of the following:

CIS101	Introduction to Microcomputer Applications	3
RD115	Academic Thinking and Reading	3
SSP112	Effective Learning	3
WR115	Introduction to Composition	4

If you have questions about the requirements, contact Counseling and Career Services at 503.399.5120 or Hospitality Management program staff at 503.584.7540. Failure to be assessed may delay your entry into program classes.

Hospitality Management

Hospitality Management Certificate of Completion

The Hospitality Management Certificate focuses on hospitality industry careers related to hotel operations, marketing and sales; meeting, convention or special event planning; catering and banquet operations; or casino supervision. The certificate prepares students for direct entry into the workforce or offers the ability to continue their education into the Hospitality Management Associate of Applied Science degree program.

In addition to tuition, estimated costs for students who complete the entire program listed below are books, $994; class fees, $70; universal fee, $460. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.

A Certificate of Completion is awarded upon successful completion of the required 46 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course	Title	Credit Hours
Term 1		
HTM100	Hospitality and Tourism Industry	3
HTM131	Customer Service Management 1	3
MTH060	Introductory Algebra+ (or higher)	4
WR121	English Composition-Exposition + (or higher)	4
Term 2		
HTM103	Service Marketing: Fundamentals	3
HTM109	Front Desk Operations	3
HTM143	Computer Reservation Systems 1	3
PSY104	Psychology in the Workplace+ (or higher)	4
	Hospitality Management elective*	3

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Term 3

HTM107	Hospitality Cost Control	3
HTM127	Selling in Hospitality and Tourism	3
HTM130	Beverages	3
SP218	Interpersonal Communication (or higher)	4
	Hospitality Management elective*	3

+Meets related instruction requirement, see page 43. For subject areas, see page 55.

***Hospitality Management electives:**

HTM105	Food and Beverage Industry	3
HTM114	Travel Destination Geography 1	3
HTM115	Travel Destination Geography 2	3
HTM116	Travel Destination Geography 3	3
HTM125	Special Event Planning	3
HTM130	Beverages	3
HTM143	Computer Reservation Systems 1	3
HTM201	Customer Service Management 2	3
HTM203	Service Marketing: Promotion and Advertising	3
HTM206	Resort Management	3
HTM207	Gourmet Culture	3
HTM208	Attractions and Entertainment	3
HTM224	Catering Operations	3
HTM226	Event Management	3
HTM232	Menu Design	3
HTM233	Strategies in Tourism and Destination Marketing	3
HTM235	Leadership in Tourism	3
HTM236	Tour Operations	3
HTM237	Tourism Transportation: Cruise, Air, Rail	3

Hospitality Management

Event Management Certificate of Completion

The Event Management Certificate prepares students for direct employment in meeting and event planning for large hotels, convention centers, local attractions, private catering or event management companies, or private corporations.

Courses focus on the separate but related business, operational, and sales aspects of meeting and event planning for conventions, special events such as weddings or parties, and corporate meetings. Students will develop the strategic project management and marketing and sales skills necessary for success in any of these related industry segments. Additionally, students will develop critical ancillary knowledge in food and beverage planning, catering, and banquet operations as they apply to the overall hospitality industry and to the industry segments indicated above. Students will also gain knowledge and applied skill in destination marketing principles and strategies.

In addition to tuition, estimated costs for students who complete the entire program listed below are books, $562; universal fee, $300. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.

A Certificate of Completion is awarded upon successful completion of the required 30 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course	Title	Credit Hours
Term 1		
HTM127	Selling in Hospitality and Tourism	3
HTM224	Catering Operations	3
HTM226	Event Management	3
HTM232	Menu Design	3
Term 2		
HTM103	Service Marketing: Fundamentals	3
HTM201	Customer Service Management 2	3
HTM207	Gourmet Culture	3
Term 3		
HTM125	Special Events Planning	3
HTM130	Beverages	3
HTM203	Service Marketing: Promotion and Advertising	3

Hospitality Management Associate of Applied Science

In addition to tuition, estimated costs for students who complete the entire program listed below are books, $1,810; class fees, $140; universal fee, $920. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.

You may earn an Associate of Applied Science degree by successfully completing these 92 required credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course	Title	Credit Hours
Term 1		
HTM100	Hospitality and Tourism Industry	3
HTM131	Customer Service Management 1	3
MTH060	Introductory Algebra+ (or higher)	4
WR121	English Composition-Exposition+ (or higher)	4
Term 2		
HTM103	Service Marketing: Fundamentals	3
HTM105	Food and Beverage Industry	3
HTM109	Front Desk Operations	3
HTM143	Computer Reservation Systems 1	3
SP218	Interpersonal Communication (or higher)	4
Term 3		
HTM107	Hospitality Cost Control	3
HTM127	Selling in Hospitality and Tourism	3
HTM130	Beverages	3
	Hospitality Management elective	3
	Humanities/Fine Arts elective	3
Term 4		
HTM224	Catering Operations	3
HTM226	Event Management	3
HTM232	Menu Design	3
NFM215	Nutrition for Foodservice and Culinary Professionals	3
WR227	Technical Writing	4
Term 5		
HTM201	Customer Service Management 2	3
HTM206	Resort Management	3
HTM207	Gourmet Culture	3
PSY104	Psychology in the Workplace+ (or higher)	4
	Hospitality Management elective*	3

Term 6

HTM125	Special Event Planning	3
HTM203	Service Marketing: Promotion and Advertising	3
HTM223	Computer Reservation Systems 2	3
HTM244	Practicum 1 - Hospitality and Tourism Management	4
	or	
HTM290	Operations Management	3
HTM230	Hotel, Restaurant, and Travel Law	3

+Meets related instruction requirement, see page 43. For subject areas, see page 55.

***Hospitality Management electives:**

HTM114	Travel Destination Geography 1	3
HTM115	Travel Destination Geography 2	3
HTM116	Travel Destination Geography 3	3
HTM208	Attractions and Entertainment	3
HTM233	Strategies in Tourism and Destination Marketing	3
HTM235	Leadership in Tourism	3
HTM236	Tour Operations	3
HTM237	Tourism Transportation: Cruise, Air, Rail	3