

# GRADUATE CERTIFICATE IN HOSPITALITY MANAGEMENT

The graduate certificate in hospitality management provides students with specialized knowledge in hotel development and operations; the former serves ownership groups by providing investment advice in market analysis, feasibility studies, and asset management and the latter focuses on hospitality management functions using different business models, including management contract, franchise agreement, and leasehold.

Visit the program website (<https://business.gwu.edu/academics/programs/certificate/graduate-certificate-hospitality-management/>) for additional program information.

## REQUIREMENTS

The following requirements must be fulfilled: 12 credits, including 6 credits in required courses and 6 credits in elective courses.

Code	Title	Credits
<b>Required</b>		
TSTD 6220	International Hospitality Management	
TSTD 6221	Hospitality Market Analysis	
TSTD 6296	Hospitality Digital Marketing Strategies	
<b>Electives</b>		
One course from the following:		
TSTD 6260	Tourism Economics	
TSTD 6263	Destination Marketing	
TSTD 6276	Risk Management for Events and Meetings	