Explanation of Course Numbers

• Courses in the 1000s are primarily introductory undergraduate courses
• Those in the 2000s to 4000s are upper-division undergraduate courses that can also be taken for graduate credit with permission and additional work
• Those in the 6000s and 8000s are for master’s, doctoral, and professional-level students
• The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

TSTD 3001. Introduction to Tourism and Hospitality Management. 3 Credits.
Historical overview and survey of the tourism and hospitality industry, with emphasis on the travel market, delivery of hospitality services, professional roles, and emerging trends.

TSTD 3002. Passenger Transportation System. 3 Credits.
Survey of passenger transportation modes. Emphasis on airline operations, marketing communications, and distribution channels.

TSTD 3101. Sport and Event Business Management. 3 Credits.
An overview of business opportunities related to sport and events. Emphasis on sport and event facilities and event management; product manufacturing, merchandising, and licensing; media and publications; and athlete representation.

TSTD 3102. Sport and Event Marketing. 3 Credits.
Application of marketing theories and practices to sport and events. Sponsorship, endorsement proposals, public relations, and promotional campaigns. Prerequisite: BADM 3401.

TSTD 3102W. Sport and Event Marketing. 3 Credits.
Application of marketing theories and practices to sport and events. Sponsorship, endorsement proposals, public relations, and promotional campaigns. Prerequisite: BADM 3401.

TSTD 3301. Hospitality Industry Management. 3 Credits.
An overview of the basic principles and practices involved in the management, operation, marketing, and financing of hotels, restaurants, and other hospitality goods and services.

TSTD 3302. Financial Management in Tourism and Hospitality. 3 Credits.
Basic principles of planning and managing tourism resources, developments, and facilities in relation to investment constraints and opportunities. Financial monitoring and control of hospitality facilities and related leisure services. Prerequisite: BADM 3501.

TSTD 3303. International Experiences. 1-6 Credits.
Travel to a foreign country for study of a specific topic. May be repeated for credit with permission of the advisor.
TSTD 6260. Destination Management. 1.5 Credit.
Organization and management concepts, theory, and issues, stressing application of theory through analysis of case examples drawn from the tourism and hospitality industry. Prerequisite: TSTD 3001.

TSTD 6251. Quantitative Applications in Tourism/ Hospitality Management. 3 Credits.
Application of quantitative methods in tourism and hospitality management research. Procedures and methodology for collecting data, summarizing and interpreting data, and drawing conclusions based on the data.

TSTD 6260. Destination Economics. 3 Credits.
Tourism development approaches, contexts, and consequences for local/regional destinations; application of financial management concepts to the feasibility study of a proposed tourism-related facility; and evaluation of the sustainability of a tourism development strategy.

TSTD 6261. Tourism Planning. 3 Credits.
Integrated planning for tourism organizations; development of comprehensive tourism projects; consideration of basic concepts, approaches, and models.

TSTD 6262. Tourism Policy Analysis. 1.5 Credit.
Components of tourism policy, including development of tools for tourism policy analysis and description of tourism organizations in the government and private sector.

TSTD 6263. Destination Marketing. 3 Credits.
Concepts and techniques employed in marketing tourism industry services and development of the annual marketing plan.

TSTD 6264. Sport Marketing. 3 Credits.
Application of marketing theories to sport and events. Case examples of marketing athletes, teams, facilities, sport products and organizations, as well as using sport or events as a marketing tool for products. Writing sponsorship and endorsement proposals and incorporating sport into an integrated marketing plan. Prerequisite: MBAD 6273.

TSTD 6265. Sport Law: Contracts and Negotiations. 3 Credits.
Examination of legislation and specific case law as related to professional and amateur athletes, sport events, licensed merchandise, broadcast and sponsorship rights. Topics include labor and anti-trust law; contract negotiation, specifications, and interpretation.

TSTD 6266. Sport and Event Facility Management. 3 Credits.
Financing, market analysis, design, operations, and marketing of sport and event facilities from stadiums and arenas to amphitheaters and convention centers.

TSTD 6267. Sport Media and Communications. 3 Credits.
Concepts and practices of sport public relations, media relations and management, the Internet, and other media utilized in sports. Press releases, publications, crisis management, and press operations.

TSTD 6270. Tourism and Hospitality Management Research. 3 Credits.
Survey research and other research methods and their applications to tourism, hospitality, sport, event, or related management.

TSTD 6276. Risk Management for Events and Meetings. 3 Credits.
Risk and liability issues that may arise in the planning and management of events, meetings, conventions, and exhibitions. Preventative and responsive measures designed to minimize adverse impacts on event stakeholders.

TSTD 6277. Event Management. 3 Credits.
An introduction to the theoretical and practical foundations of event management. Fundamentals of planning, budgeting, and evaluating events. Restricted to students in the MTA program or with permission of the instructor.

TSTD 6278. Conference and Exposition Management. 3 Credits.
Site selection, program planning and management, exhibits, selection and use of facility, volunteers, and budget management.

TSTD 6279. Event Entertainment Management. 3 Credits.
Event entertainment, including designing and planning the entertainment component of an event, as well as managing and marketing entertainers in an event context.

TSTD 6280. Advanced Workshop. 1-6 Credits.
Workshops with emphasis on contemporary issues and opportunities; development of advanced professional competencies. May be repeated for credit with permission of advisor.

TSTD 6282. International Experiences. 1-6 Credits.
Travel to a foreign country for study of specific topics. May be repeated for credit with approval of advisor.

TSTD 6283. Practicum. 1-3 Credits.
For graduate students enrolled in a degree program or field offered through the department. Fieldwork, internship, and/or instructional practice, including conference and/or seminar. May be repeated once for credit with approval of advisor.

TSTD 6290. Special Topics. 1-3 Credits.
Experimental offering; new course topics and teaching methods. May be repeated once for credit.

TSTD 6293. Independent Study. 1-6 Credits.

TSTD 6296. Travel Information Management Systems. 3 Credits.
Database utilization, information analysis, reservation systems, computer applications including the Internet, and related travel management systems.

TSTD 6297. Advanced Topical Studies. 3 Credits.
Required capstone experience for tourism administration students who do not select the thesis option. Analysis of case situations involving policy formulation or management decision making; emphasis on applied strategic planning and management approaches.
TSTD 6298. Directed Reading and Research. 1-3 Credits.
Supervised readings or research. Permission of the instructor required prior to enrollment. May be repeated for credit.

TSTD 6998. Thesis Research. 3-6 Credits.

TSTD 6999. Thesis Research. 3 Credits.