SPORT, EVENT, AND HOSPITALITY MANAGEMENT CONCENTRATION

The concentration in sport, event, and hospitality management provides students with a theoretical and practical understanding of these industries through three different tracks:

- **Sport management track** focuses on the management and marketing of sport events, organizations, products, and athletes, as well as in special events, conferences, meetings, expositions, festivals, and other entertainment properties including sport and event facilities.
- **Event management track** focuses on the marketing and management of businesses related to conventions, meetings, special events, conferences, expositions, and festivals.
- **Hospitality management track** focuses on the marketing, management, and financing of both hotels and those businesses related to tourism, including cities, attractions, restaurants, and airlines.

Typical entry-level positions include those in collegiate and professional sport organizations, sport marketing agencies, sport manufacturers, sport and event facilities, hotels and resorts, restaurants and food service operations, visitor and convention bureaus, theme parks and recreation centers, museums, tour operators, travel management firms, destination management companies, event producers, associations, corporate sponsors, and consulting firms.

REQUIREMENTS

The following requirements must be fulfilled for the concentration in sport, event, and hospitality management: 15 credits in required and selected courses; at least 9 of these credits must be taken in residence. All concentration courses must be completed with a minimum grade of C-.

Concentrations are only available to GWSB students. See Concentrations (http://bulletin.gwu.edu/business/#regulationstext) under GW School of Business Undergraduate Regulations in this Bulletin for additional information.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td><strong>Required</strong></td>
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<tr>
<td>TSTD 3001</td>
<td>Introduction to Tourism and Hospitality Management</td>
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<tr>
<td>TSTD 4102</td>
<td>Practicum (^1)</td>
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<td>or MGT 3305</td>
<td>Human Capital Sustainability</td>
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All courses in one of the following 3-course tracks:

Sport Management Track

- TSTD 3101  Sport and Event Business Management
- TSTD 3102W  Sport and Event Marketing
- TSTD 4101  Issues in Sport and Event Management

Event Management Track

- TSTD 3301  Hospitality Industry Management
- or TSTD 3101  Sport and Event Business Management
- TSTD 4301  Travel Marketing Communication
  - or TSTD 3102W  Sport and Event Marketing
- TSTD 4900  Special Topics (Convention and Meeting Management)

Hospitality Management Track

- TSTD 3301  Hospitality Industry Management
- TSTD 3302  Financial Management in Tourism and Hospitality
- TSTD 4301  Travel Marketing Communication

\(^1\) Students must complete 3 credits in TSTD 4102 to satisfy the concentration requirement.