

# 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.

Code	Title	Credits
<b>Required</b>		
TSTD 3001	Introduction to Tourism and Hospitality Management	
TSTD 4102	Practicum *	
or MGT 3305	Human Capital Sustainability	
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 4301W	Travel Marketing Communications
or TSTD 3102W	Sport and Event Marketing
TSTD 3103	Event and Conference Management
Hospitality management track	
TSTD 3301	Hospitality Industry Management
TSTD 3302	Financial Management in Tourism and Hospitality
TSTD 4301	Travel Marketing Communication
or TSTD 4301W	Travel Marketing Communications

\* Students must complete 3 credits in TSTD 4102 to satisfy the concentration requirement.