The Hospitality and Tourism Management (HTM) Department is fully accredited by the Association to Advance Collegiate Schools of Business and the Accrediting Commission for Programs in Hospitality Administration. We are one of less than 10 programs nationwide accredited in both business and hospitality. We aspire to be the premier business education and research program in HTM. In all of our programs, we provide students with a first class business education taught by an internationally recognized faculty who are actively engaged in research and professional practice.

Historically, the HTM Department has been ranked as one of the premier programs in the nation. Some current rankings are as follows:

- the Undergraduate Curriculum has been ranked 17th
- the Masters of Science Curriculum 4th
- the Ph.D. program 1st
- *Hotels Magazine* ranked the HTM faculty 3rd in the world on research productivity

### Programs

#### Improving Profitable Sales In The Hospitality Business

Workshops in the area of Hotel Sales as well as Catering Sales could involve a variety of 90 minute segments covering either of these subjects. A workshop, itself, may include any of the following topics for lecture or discussion: Trends in the Industry, Lead Development, Prospecting for New Business, The Consultative Selling Process, Understanding How to Sell Value, Overcoming Objections, Confirming the Sale, Managing the Sales Effort, Negotiating to Your Best Advantage, Understanding Contracts and Letters of Agreement, Hiring and Employing Sales Personnel, Writing Better Sales Letters, Market Segment Analysis, Selling to Various Market Segments, Creating the Sales Action Plan, Preparing the Marketing Plan, Working a Trade Show (ROI), “No Cost PR Pays Off With Big Bucks,” “Beyond the ABCs of Food & Beverage,” “Creating Customer Satisfaction,” and “The Educational Buffet.”

#### Hospitality Sales

Workshops in this area could involve a variety of 90 minute segments covering either of these subjects. A workshop, itself, may include any of the following topics for lecture or discussion: Prospecting and Lead Development, Handling Inquiries, Types of Sales Calls & Value of Each, Selling Techniques, Overcoming Objections, Closing the Sale, Improving Catering Sales, Understanding Negotiations, Networking, Improving Trade Show ROI, How to create a Marketing Plan, Understanding Group Contracts, Producing a Conference Resume, Understanding Group Food/Beverage Sales, How to Write a Better Sales Letter, “No Cost PR Pays Off in Big Bucks,” Managing the Sales Effort, Sales

Private Club Marketing
Club professionals in both not-for-profit and for-profit clubs can benefit from learning how to apply the principles of marketing to the private club environment. Special emphasis is placed on increasing member activity in the key areas of membership, food and beverage, and golf. This course is designed for Club Managers or Club Membership Directors.

Tourism
This program will first help to expose those who are unfamiliar with the industry about its breadth and importance to the economy, then proceed to identify the “key ingredients” to successful and sustainable tourism development. This program would appeal to local, regional, and state government officials who are unfamiliar with tourism but interested in its impacts.

Food and Beverage Management
Food and Beverage costs and how to cost standardize recipes; Inventory control and financial inventory systems; Operations Budgeting and Cost-Volume-Profit Analysis, the Menu engineering and forecasting process, Revenue control; Preventing Theft of Revenue; Controlling Labor Costs, how to run a food facility (back of the house,) managing, menu planning, purchasing, safety, sanitation, receiving, storing, specifications, standard recipes, food math, etc.

Hospitality Management Strategy
This course introduces a business model that combines four essential elements of business performance today: environmental scanning and analysis, investing in competitive methods, developing and maintaining capabilities and resources and successful implementation of intended strategies. Participants will become familiar with these four imperatives for business success and relate them to the leadership capabilities necessary for achievement of this goal. This course is best directed at those who are in high level management positions or who are preparing for them.