

a Great
place

to start **for**

MARKETING: HOSPITALITY & TOURISM



education that works!

The first semester of this program provides students with an introduction to marketing and hospitality. Units of study during this course include: analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to businesses and the individual consumer. In addition, students will be introduced to marketing aspects of the Hospitality Industry including: hotels, restaurants, travel and tourism, conventions and meetings, clubs and other food service entities. Students will explore career opportunities in all those areas. The second semester, students will focus on customer service and event marketing. Topics include the marketing relationship of self to customers, problem solving and understanding the importance of communicating with customers. Specific emphasis is given to managing customer expectations by building customer rapport and creating positive outcomes. Event marketing topics include defining the importance and role of marketing, media and public relations in the event planning industry. Students will also identify and implement marketing and communication tools such as social media, promotional events, networking and blogs. As a capstone, students will participate and complete a marketing cooperative learning experience at an approved site.

The following certificate may be earned:

Marketing Certificate

MARKETING CERTIFICATE

Courses required for this certificate:

MAR 216 Principles of Marketing
MAR 160 Customer Service
MAR 202 Event Marketing/Communications
MAR 187 Cooperative Education/Internship
HOS 110 Introduction to Hospitality
HOS 105 Management in Hospitality Industry
HOS 131 Planning for Special Events
MAR 110 Introduction to Sales
MAR 111 Principles of Sales
MAR 280 Internship
HOS 285 Independent Study

Marketing Certificate Total:

Clock Hours: 600 Credits: 30

Upon completion of this program, student may be eligible for 6 credit hours from Metro State University.



500 Airport Blvd, Aurora, CO 80011 • www.pickenstech.org • (303)344-4910
Cost and information revised June, 2018 and subject to change

Certificate length: 2 semesters

Class hours

7:50-10:40 am, M, T, W, Th, F

OR

12:05-2:55 pm, M, T, W, Th, F

All classes are offered morning or afternoon

Estimated cost

Estimated Tuition**/Credit Hour Fee:

Semester 1: \$1,740.00(Tuition)
 \$200.00(Credit Hour Fee)
 \$1,940.00

Semester 2: \$1,740.00(Tuition)
 \$200.00(Credit Hour Fee)
 \$1,940.00

Program Charges: \$500.00/Semester

Student ID: \$10.00/yearly

Books: \$139.00

CTSO Charge: \$130.00/yearly

Estimated Total: \$5,159.00 (plus tax)

Students will be required to pay the program charge each semester they attend*

Based on Colorado Resident In-state tuition**

Additional costs may apply. All books, kits & supply costs are estimated. Please contact our Advising Department (303)344-4910, ext 27909 or ext 27935.

