

**Temple University**

**DUAL BACHELOR'S MASTER'S DEGREE PROGRAM**

**Philadelphia, Pennsylvania, USA**

# **TOURISM AND HOSPITALITY MANAGEMENT**

Earn your master's degree in Tourism and Hospitality Management in the School of Tourism and Hospitality through the Dual Bachelor's Master's Degree Program. Apply to Temple early during your third year of undergraduate studies and begin your graduate program at Temple during your fourth year. In five years, you can earn both your bachelor's and master's degrees.

## **APPLICATION PROCESS**

- GPA 3.0 or higher (on a 4.0 scale)
- TOEFL iBT score of 85 or higher
- Application deadline: March 15
- Decision by May 1

## **ACADEMIC CALENDAR**

- Fall semester: August – December
- Spring semester: January – May

## **TOTAL TUITION COST**

\$38,952 (two years)

Tuition is based on 36 credits required for completion of the master's degree program. The graduate tuition rate for out-of-state students is \$1,082/credit.

## **SCHOLARSHIPS**

- First semester scholarship
- Second-fourth semester merit scholarships

## **LIVING COST**

\$6,000 per semester (approximate)

Housing, health insurance and book costs vary, depending on personal preference.

## **TEMPLE BY THE NUMBERS**

- 38th Largest University in the U.S. & 5th largest provider of professional education in the nation
- 14:1 student-faculty ratio
- Top 4% of all U.S. 4-year universities as a Carnegie R1 research institution
- Fox School of Business #1 for Graduate Student Entrepreneurial Mentorship (*U.S. News*)

## **PHILADELPHIA, PA**

- 5th largest city and 1st World Heritage City in the U.S.
- 150 km from New York City; 200 km from Washington, D.C.
- Top 15 for Best Affordable U.S. Destinations (*U.S. News*)
- 5th largest public transportation system in the U.S.

# TOURISM AND HOSPITALITY MANAGEMENT CURRICULUM

## HOSPITALITY OPERATIONS CONCENTRATION

### PRE-REQUISITES FOR ADMISSION

No specific coursework is required.

### YEAR 1 - FALL I

**STHM 5311:**  
Service Management for the Tourism & Hospitality Industry

**STHM 5318:**  
Sustainable Tourism Management

**STHM 5331:**  
Hospitality Operations Management

**STAT 5001:**  
Quantitative Methods for Business

### YEAR 1 - FALL II

**STHM 5313:**  
Financial Management in Tourism & Hospitality

**STHM 5335:**  
Effective Sales Management

**STHM 5336:**  
Revenue Management and Hotel Analytics

**STHM Free Elective**

**HRM Elective**

### YEAR 1 - SPRING I

**STHM 5485:**  
Graduate Internship

**or**

**STHM 9995:**  
Master's Project

### YEAR 1 - SPRING II

**STHM 5316:**  
Strategic Management for Tourism & Hospitality

**STHM 5317:**  
Tourism & Hospitality Consulting Project

**STHM 5325:**  
Gaming and Casino Management

**STHM 5334:**  
Meeting, Conference, and Event Management

## TOURISM & HOSPITALITY MARKETING CONCENTRATION

### PRE-REQUISITES FOR ADMISSION

No specific coursework is required.

### YEAR 2 - FALL I

**STHM 5311:**  
Service Management for the Tourism & Hospitality Industry

**STHM 5315:**  
Tourism & Hospitality Marketing

**STHM 5318:**  
Sustainable Tourism Management

**STAT 5001:**  
Quantitative Methods for Business

### YEAR 2 - FALL II

**STHM 5313:**  
Financial Management in Tourism & Hospitality

**STHM 5329:**  
New Media and Distribution

**STHM 5336:** Revenue Management and Hotel Analytics

**STHM Free Elective**

**MKT Elective**

### YEAR 2 - SPRING I

**STHM 5485:**  
Graduate Internship

**or**

**STHM 9995:**  
Master's Project

### YEAR 2 - SPRING II

**STHM 5316:**  
Strategic Management for Tourism & Hospitality

**STHM 5317:**  
Tourism & Hospitality Consulting Project

**STHM 5322:**  
Strategic Brand Management

**STHM 5327:**  
Customer Relationship Management

## TEMPLE UNIVERSITY GLOBAL PROGRAMS

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**DBMD Student Chia-Hung Lola Lin**  
**Undergraduate Degree:** Recreational Sports Management from National Taipei University  
**Graduate Degree:** M.T.H.M in Tourism and Hospitality Management from Temple University (Class of 2013)  
**Postgraduate:** Marketing Manager, dmg Events Asia, Shanghai, China