

# HOSPITALITY AND TOURISM ANALYTICS, GCRT

## Requirements for Students Matriculating in or before Academic Year

**2023-2024.** Learn more about Graduate College Academic Regulation 7.0 (<http://catalog.okstate.edu/graduate-college/#70>).

**Total Hours: 12**

Code	Title	Hours
<b>Required Courses</b>		
HTM 5503	Big Data Analytics in Hospitality and Tourism Management	3
HTM 5263	Applied Revenue Management in Hospitality and Tourism Management	3
<b>Hours Subtotal</b>		<b>6</b>
<b>Electives</b>		
Select 6 hours from the following:		6
HTM 5323	Hospitality and Tourism Financial Management	
BAN 5511	Web Analytics and Digital Marketing	
BAN 5521	GIS Applications in Marketing Analytics	
MKTG 5733	Introduction to Marketing Analytics	
MKTG 5743	Advanced Marketing Analytics	
BADM 5513	Fundamentals of Business Analytics	
MSIS 5673	Descriptive Analytics and Visualization	
MSIS 5623	Information and Network Technology Management	
MSIS 5633	Predictive Analytics Technologies	
MSIS 5643	Advanced Database Management	
MGMT 5543	Human Resource Analytics	
<b>Hours Subtotal</b>		<b>6</b>
<b>Total Hours</b>		<b>12</b>

## Graduate College Certificate Requirements

Learn more about Graduate College 2023-2024 Graduate Certificate Program Requirements (<http://catalog.okstate.edu/graduate-college/>). Check the General Graduate College academic regulations for minimal GPA, language proficiency and other general requirements.