## TRAVEL AND TOURISM MANAGEMENT, UCRT

**Requirements for Students Matriculating in or before Academic Year 2024-2025.** Learn more about University Academic Regulation 3.1 ([http://catalog.okstate.edu/university-academic-regulations/#matriculation](http://catalog.okstate.edu/university-academic-regulations/#matriculation)).

Chesapeake Energy Business Student Success Center, 155 Business Building, 405-744-2772

**Total Hours:** 16

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td><strong>Required Courses</strong></td>
<td></td>
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</tr>
<tr>
<td>HTM 3223</td>
<td>International Travel and Tourism (I)</td>
<td>3</td>
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<tr>
<td>HTM 3243</td>
<td>The Business of Tourism</td>
<td>3</td>
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<td><strong>Hours Subtotal</strong></td>
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<tr>
<td><strong>Electives</strong></td>
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<td>Select 10 hours from the following:</td>
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<tr>
<td>MKTG 4123</td>
<td>Influencer Marketing</td>
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<tr>
<td>HTM 3783</td>
<td>Diversity, Equity, and Inclusion in Hospitality &amp; Tourism (D)</td>
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<tr>
<td>HTM 4183</td>
<td>Sustainable Tourism and Geography</td>
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<tr>
<td>HTM 1103</td>
<td>Introduction to Hospitality and Tourism</td>
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<tr>
<td>HTM 3563</td>
<td>Culture, Food, Beverage, and Travel (I)</td>
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<tr>
<td>EEE 4333</td>
<td>Launching a Business: The First 100 Days</td>
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<tr>
<td>HTM 4090</td>
<td>International Hospitality Studies</td>
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<td>HTM 4093</td>
<td>European Travel and Tourism (I)</td>
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<tr>
<td>HTM 4103</td>
<td>Legal and Ethical Issues in Hospitality, Tourism, &amp; Gaming</td>
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<tr>
<td>BADM 2093</td>
<td>Study Abroad: Contemporary International Culture and Business Impacts</td>
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<tr>
<td>BADM 3090</td>
<td>Study Abroad (I)</td>
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<tr>
<td>BADM 4093</td>
<td>Study Abroad: Business Impacts of Contemporary International Culture (I)</td>
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<tr>
<td>MKTG 4543</td>
<td>Social Media Strategies</td>
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<td>MGMT 4773</td>
<td>Services Marketing</td>
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<td>MGMT 3013</td>
<td>Fundamentals of Management (S)</td>
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<td>GEOG 4143</td>
<td>Geography of Travel and Tourism</td>
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<td>GEOG 4153</td>
<td>Geography of Outdoor Recreation</td>
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<td><strong>Hours Subtotal</strong></td>
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<tr>
<td><strong>Total Hours</strong></td>
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</table>

1. Other study abroad programs, semester study abroad programs, and modern foreign language may be considered as electives with approval from the Program Director.

2. HTM 4183 may be replaced by GEOG 4443 or GLST 4443 with approval by the Program Director.

3. MKTG 3213 is the prerequisite.