

# **SPORT, EVENT, AND HOSPITALITY MANAGEMENT**

## **FIELD OVERVIEW**

This field, formerly tourism and hospitality management, provides students with a theoretical and practical understanding of the sport, event, and hospitality industries. It prepares students to work in the management and marketing of sport events, organizations, products, and athletes as well as in special events, conferences, meetings, expositions, festivals, and other entertainment properties including sport and event facilities. Those focused on hospitality will learn about the marketing, management, and financing of both tourism destinations and those businesses that are related to tourism, including cities, attractions, hotels, restaurants, and airlines.

## **CAREER CHOICES IN SPORT, EVENT, AND HOSPITALITY MANAGEMENT**

Typical entry-level positions include those in collegiate and professional sport organizations, sport marketing agencies, sport manufacturers, sport and event facilities, hotels and resorts, restaurants and food service operations, visitor and convention bureaus, theme parks and recreation centers, museums, tour operators, travel management firms, destination management companies, event producers, associations, corporate sponsors, and consulting firms. Examples include SFX Sports, IMG, Octagon, the NFL Players Association, the United States Olympic Committee, the Washington Wizards, the Washington Redskins, New York Mets, Nike, the NBA, NHL, American Express, the Washington Convention and Tourism Corporation, the Walt Disney Company, Verizon Center, Chelsea Piers, the Smithsonian, Marriott International, Choice Hotels, United, Amtrak, Ridgewells Catering, the American Heart Association and PKF Consulting.

## **PROGRAM OF STUDY**

Students pursuing a field of concentration in sport, event, and hospitality management complete most of their basic business courses and general education requirements in their first two years at The George Washington University. Students pursuing this field then choose one of two tracks: sport and event management or hospitality management. Students may take their first field course, Introduction to Tourism and Hospitality Management (TSTD 104), before deciding which track to pursue, but they should commit to either sport and event management or hospitality management before taking more field courses. Since the introductory course is required of both tracks and does not have any prerequisites, students may take it as early as their sophomore year.

**Sport and event management track:** In addition to Introduction to Tourism and Hospitality Management (TSTD 104), students who are interested in this track also take Sport and Event Business Enterprises (TSTD 135). Since this course does not have any prerequisites, students who have decided on this track may complete this course in their sophomore year and are encouraged, though not required, to take it as one of their first field courses. Students in this track also complete Issues in Sport and Event Management (TSTD 137) or (TSTD 190) Meeting and Conference Management (if more interested in events), and Meeting and Sport and Event Marketing (TSTD 136). Basic Marketing Management (BADM 110) is a prerequisite for Sport and Event Marketing (TSTD 136). The sport, event, and hospitality management faculty recommend that students interested in sport and event management take Practicum (TSTD 113/114) as an unrestricted elective and Sport and the Law (EXSC 135) as a Field-Related Elective (which must be a course outside the TSTD Dept.) or as a non-business elective.

**Hospitality management track:** Besides the core course, Introduction to Tourism and Hospitality Management (TSTD 104), students who are interested in this track will take Hospitality Industry Management (TSTD 143), Financial Management in the Tourism and Hospitality Industry (TSTD 144) and Travel Marketing Communications (TSTD 145). Financial Management and Markets (BADM 115) is a prerequisite to Financial Management in the Tourism and Hospitality Industry (TSTD 144).

All students in the field sport, event, and hospitality management field should select an Analytical Tools Elective, a Field Tools Elective, and a Field-Related Elective (a course related to sport, event, and hospitality management but outside the TSTD Dept.) according to their interests and/or the requirements of their dual field of concentration.

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Course	Course Title	Prerequisites
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**Analytical Tools Elective (Choose One)**

PHIL 45	Introduction to Logic	NO PREREQUISITES
STAT 112	Business and Economic Statistics II	STAT 51/53
STAT 118	Regression Analysis	STAT 51/53

**Field Tools Elective (Choose One)**

ACCY 110	Financial Statement Analysis	ACCY 51 & 52
MGT 117 (FALL ONLY)	Labor Relations, Neg. & Conflict Res.	BADM 130
SOC 181	Special Topics (Related to the Sports Industry)	VARIED
Unrestricted/Student Option	See other Fields for other appropriate options.	SEE BULLETIN

**Field Courses - Choose Group A or Group B**

**Group A - Hospitality Management**

TSTD 104* **	Intro to Tourism and Hospitality Management	NO PREREQUISITES
TSTD 143 (FALL ONLY)	Hospitality Industry Management	NO PREREQUISITES
TSTD 144 (SPRING ONLY)	Fin'l. Mgt in the Tourism & Hospitality Industry	BADM 115
TSTD 145 (SPRING ONLY)	Travel Marketing Communications	NO PREREQUISITES

**Group B - Sport and Event Management**

TSTD 104* **	Intro to Tourism and Hospitality Management	NO PREREQUISITES
TSTD 137 (SPRING ONLY) OR	Issues in Sport and Event Management	NO PREREQUISITES
TSTD 190	Meeting and Conference Management	
TSTD 135 (FALL ONLY)	Sport and Event Business Enterprises	NO PREREQUISITES
TSTD 136 (SPRING ONLY)	Sport and Event Marketing	BADM 110

\*\*A petition can be submitted to substitute TSTD 113/114 in lieu of TSTD 104 for those who are double concentrating. Please contact Dr. Neirotti at [delpy@gwu.edu](mailto:delpy@gwu.edu).

**Field-Related Elective (Choose One)**

ANTH 153	Psychological Anthropology	ANTH 2
ECON 158	Industrial Organization	ECON 11& 12
SMPA 175	Media Management	NONE
EXSC 135	Sport and the Law	NO PREREQUISITES
GEOG 145	Cultural Geography	GEOG 1
IBUS 160	Introduction to International Business	ECON 11& 12
IBUS 166	International Marketing Management	BADM 110 & BADM 145
MKTG 142	Consumer Behavior	BADM 110
MKTG 143	Marketing Research	BADM 110 & BADM 64
MKTG 148	Advertising	MKTG 142
SMPA 152	Principles of Public Relations	NO PREREQUISITES
SOC 168	Economic Sociology	SOC 1

Or another course with permission of the Field Advisor

**\*REQUIRED**

## SPORT, EVENT, AND HOSPITALITY MANAGEMENT FIELD COURSE SEQUENCE

