



SPORT, EVENT, AND HOSPITALITY MANAGEMENT

Course	Course Title	Prerequisites
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Analytical Tools Elective (Choose One)

STAT 2112	Business and Economic Statistics II	STAT 1051/1053
STAT 2118	Regression Analysis	STAT 1051/1053

Field Courses - Choose Group A, B or C

Group A - Hospitality Management

TSTD 3001	Intro to Tourism and Hospitality Management	NO PREREQUISITES
TSTD 3301 (FALL ONLY)	Hospitality Industry Management	NO PREREQUISITES
TSTD 3302 (SPRING ONLY)	Fin'l. Mgt in the Tourism & Hospitality Industry	BADM 3501
TSTD 4301 (SPRING ONLY)	Travel Marketing Communications	NO PREREQUISITES
TSTD 4102	Practicum	NO PREREQUISITES

Group B - Sport Management

TSTD 3001	Intro to Tourism and Hospitality Management	NO PREREQUISITES
TSTD 3101 (FALL ONLY)	Sport and Event Business Enterprises	NO PREREQUISITES
TSTD 3102 (SPRING ONLY)	Sport and Event Marketing	BADM 3401
TSTD 4101 (SPRING ONLY)	Issues in Sport and Event Management	NO PREREQUISITES
TSTD 4102	Practicum	NO PREREQUISITES

Group C - Event Management

TSTD 3001	Intro to Tourism and Hospitality Management	NO PREREQUISITES
TSTD 3301 (FALL ONLY) OR TSTD 3101 (FALL ONLY)	Hospitality Industry Management	NO PREREQUISITES
TSTD 4301 (SPRING ONLY) OR TSTD 3102 (SPRING ONLY)	Sport and Event Business Enterprises	NO PREREQUISITES
TSTD 4900 (SPRING ONLY)	Travel Marketing Communications	NO PREREQUISITES
TSTD 4102	Sport and Event Marketing	BADM 3401
	Convention and Meeting Management	NO PREREQUISITES
	Practicum	NO PREREQUISITES

Field-Related Elective (Choose One)

ANTH 3503	Psychological Anthropology	ANTH 1002
ECON 2158	Industrial Organization	ECON 1011/1012
SMPA 3475	Media Management	NO PREREQUISITES
HLWL 1111	Sport and the Law	NO PREREQUISITES
GEOG 2145	Cultural Geography	GEOG 1001
IBUS 3001	Introduction to International Business	ECON 1011&1012
IBUS 3201	International Marketing Management	IBUS 3001
MKTG 3142	Consumer Behavior	BADM 3401
MKTG 3143	Marketing Research	STAT 2112/2118, BADM 3401
MKTG 4148	Advertising	MKTG 3142/3143, BADM 3401
SMPA 3352	Principles of Public Relations	NO PREREQUISITES
SOC 2168	Economic Sociology	SOC 1001

Or another course with permission of the Field Advisor

SPORT, EVENT, AND HOSPITALITY MANAGEMENT

THE GEORGE WASHINGTON UNIVERSITY
SCHOOL OF
BUSINESS

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 hotels and those businesses that are related to tourism, including cities, attractions, 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.

Questions?

School of Business Advising Center

2201 G Street, NW Washington DC 20052 Suite 456 Duquès Hall ~ T: 202.994.7027 ~ gwsbadv@gwu.edu

Larry Fillian Director
 lfillian@gwu.edu

List of Undergraduate Student Experience Advisors:

David Ruda Students A through C, Study Abroad students A through L
 ruda@gwu.edu

Tiffany Wiggins Students D through H
 twigg920@gwu.edu

Jason Sparks Students I through L, Probation students
 jpsparks@gwu.edu

Maurice Cook Students M through P, 5-Year Program, Honors
 mlcook@gwu.edu

Rick Hess Students Q through S, External Transfer students
 rmhess@gwu.edu

Julianna Hutchins Assistant Director, Students T through Z, Study Abroad students M through Z
 hutchins@gwu.edu