

# CERTIFICATE IN DESTINATION MARKETING AND MANAGEMENT

GRADUATE CERTIFICATE  
PROGRAM

ROSEN COLLEGE OF HOSPITALITY ■ UNIVERSITY OF CENTRAL FLORIDA ■ ORLANDO

## About the Program

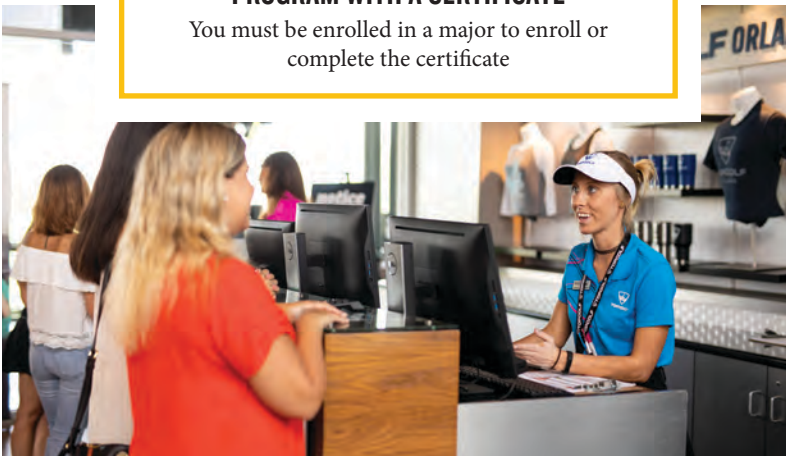
The Graduate Certificate in Destination Marketing & Management provides knowledge and information that facilitates the effective marketing and management of tourist destinations.

- Available fully online
- Required Courses—9 Credit Hours
- Complete in 3 to 12 months
- In-state tuition applies for Florida residents

This certificate covers the strategies for creating integrated destination marketing and management systems, critically reviews those issues and techniques of international tourism management with a particular focus on the economic, socio-cultural, and environmental impacts of tourist development at destinations, and analyzes the quantitative impact of tourism as an industry both within and beyond tourist destinations. Students learn to synthesize theory and application at the graduate level in order to produce the knowledge base necessary to fully utilize available techniques and strategies for the effective marketing and management of tourist destinations.

### ENHANCE YOUR GRADUATE DEGREE PROGRAM WITH A CERTIFICATE

You must be enrolled in a major to enroll or complete the certificate



## Requirements

**Required Courses: 9 hours (3 courses, all are 3 credit hours)**

- HMG 6710 *International Tourism Management*
- HMG 6566 *Principles of Destination Marketing and Management*
- HMG 6738 *Tourism Industry Analysis*

## General Information on Graduate Certificates

- Each Graduate Certificate is comprised of three required courses, nine credit hours in total. These credits from the graduate certificate can be transferred toward our Master of Science in Hospitality and Tourism Management degree.
- (1) individuals who have previously completed bachelor's, master's, or doctoral degrees, and (2) students currently admitted to our graduate degree programs are eligible to enroll in certificate programs.
- There is no specific course sequence in that a number of sections of each course are available throughout the year. One course, and sometimes more, are offered each term.
- Graduate Certificates may be completed fully online. See <http://ucf.edu/online> for more information.

**More information is available online:** [hospitality.ucf.edu/degree-programs/graduate-programs/](http://hospitality.ucf.edu/degree-programs/graduate-programs/)

# The Rosen College Advantage

## LEADERSHIP - PROFESSIONALISM - SERVICE

- Comprehensive entertainment management curriculum that teaches managerial and technical skills
- Industry-related student organizations for connecting with peers and professionals
- P.R.E.P. (Professional Rosen Experiential Portfolio)
- Many graduates rise to senior management in two to three years
- More than 97 percent of students have full-time jobs upon graduation
- A rapidly growing network of 11,000+ alumni worldwide

# Rosen College Graduates Work for:

- American Red Cross
- Children's Miracle Network Hospitals
- Florida Hospital
- Four Seasons Hotels and Resorts
- Marriott International
- Orlando Magic
- The Ritz-Carlton
- Universal Orlando Resort
- Visit Orlando
- The Walt Disney Company
- Westin Hotels and Resorts
- YMCA

## For More Information

 (407) 903-8056

 [HOSPITALITY@UCF.EDU](mailto:HOSPITALITY@UCF.EDU)

 [HOSPITALITY.UCF.EDU](http://HOSPITALITY.UCF.EDU)

For information on applying to be an undergraduate student, e-mail [rosenadmission@ucf.edu](mailto:rosenadmission@ucf.edu).

**UNIVERSITY OF CENTRAL FLORIDA**  
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## ESTIMATED 2020-21 ANNUAL COST\*

### Florida Resident Costs

Tuition and Fees	\$6,379
Room and Board	\$10,300
Books	\$1,200
<b>Total</b>	<b>\$17,879</b>

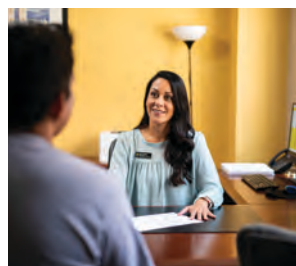
### Non-Florida Resident Costs

Tuition and Fees	\$22,478
Room and Board	\$10,300
Books	\$1,200
<b>Total</b>	<b>\$33,978</b>

\*Based upon 30 credit hours, standard room and meal plan

## Financial Aid Options

**FINANCIAL AID INFORMATION**  
[UCF.EDU/FINANCIAL-AID](http://UCF.EDU/FINANCIAL-AID)



**SCHOLARSHIPS**  
[UCF.ACADEMICWORKS.COM](http://UCF.ACADEMICWORKS.COM)

## Rosen Fast Facts

- Ranked among the top five hospitality management programs in the world
- Nation's largest program with more than 3,000 undergraduate students
- Located in the heart of the world's premier tourist destination and entertainment hub
- Study-abroad programs with 16 international universities
- More than 70 world-renowned faculty members from 17+ countries
- 159,000-square-foot, Mediterranean-style facility designed for hospitality education
- On-campus apartments and medical clinic
- Convenient shuttle transportation to UCF's main campus
- Student support services:
  - Advising: [hospitality@ucf.edu](mailto:hospitality@ucf.edu)
  - CAPS: [councntr@ucf.edu](mailto:councntr@ucf.edu)
  - Pegasus Pathways: [academicsuccess.ucf.edu/pegasuspath/](http://academicsuccess.ucf.edu/pegasuspath/)

 **Rosen College of Hospitality Management**  
UNIVERSITY OF CENTRAL FLORIDA