

CERTIFICATE IN HOSPITALITY AND TOURISM TECHNOLOGIES

GRADUATE CERTIFICATE PROGRAM



ROSEN COLLEGE OF HOSPITALITY ■ UNIVERSITY OF CENTRAL FLORIDA ■ ORLANDO

About the Program

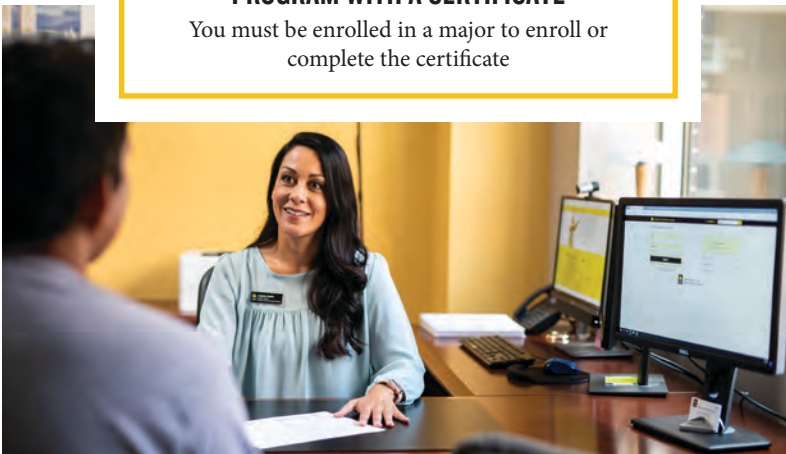
The Graduate Certificate in Hospitality & Tourism Technologies provides knowledge and information that facilitate the effective use of existing and emerging technologies in the marketing and management of hospitality and tourism products, services, experiences, and electronic channels of distribution.

- 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 development, use, and future of hospitality and tourism technologies, the critical role of social media as a strategy for differentiation, business development, and new product and experience development; and the major perspectives and concepts associated with digital marketing and big data management. Students learn to synthesize theory and application at the graduate level in order to produce the knowledge base necessary to fully utilize available technological and social media techniques and strategies in the hospitality and tourism industries.

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 6446 *Hospitality/Tourism Information Technology*
- HMG 6556 *Digital Marketing and Big Data Management for Hospitality and Tourism*
- HMG 6565 *Social Media in Hospitality and Tourism*

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/

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

 HOSPITALITY.UCF.EDU

For information on applying to be an undergraduate student, e-mail rosenadmission@ucf.edu.

UNIVERSITY OF CENTRAL FLORIDA
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 **ROSEN COLLEGE OF HOSPITALITY MANAGEMENT**

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ESTIMATED 2021-22 ANNUAL COST*

Florida Resident Costs

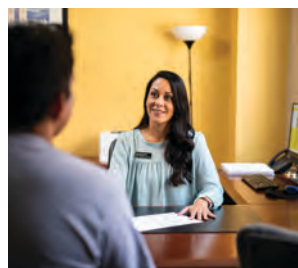
Tuition and Fees	\$6,379
Room and Board	\$11,498
Books	\$1,200
Total	\$19,077

Non-Florida Resident Costs

Tuition and Fees	\$22,479
Room and Board	\$11,498
Books	\$1,200
Total	\$35,177

Financial Aid Options

FINANCIAL AID INFORMATION
UCF.EDU/FINANCIAL-AID



SCHOLARSHIPS
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
 - CAPS:** councntr@ucf.edu
 - Pegasus Pathways:** academicsuccess.ucf.edu/pegasuspath/

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

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