

CERTIFICATE IN DESTINATION MARKETING AND MANAGEMENT

GRADUATE CERTIFICATE
PROGRAM



ROSEN COLLEGE OF HOSPITALITY MANAGEMENT ■ 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**



Requirements

Required Courses: 9 hours (3 courses, all are 3 credit hours)
Take at least 3 courses of the following:

- HMG6710 - International Tourism Management (3)
- HMG6566 - Principles of Destination Marketing and Management (3)
- HMG6738 - Tourism Industry Analysis (3)
- HMG6757 - Advanced Theme Park Management(3)

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: <https://www.ucf.edu/degree/destination-marketing-and-management-certificate/>

The Rosen College Advantage

LEADERSHIP - PROFESSIONALISM - SERVICE

- Industry-related student organizations for connecting with peers and professionals
- Many graduates rise to senior management in two to three years
- More than 99 percent of students have full-time jobs upon graduation
- A rapidly growing network of 15,000+ 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) 903-8012

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 HOSPITALITY.UCF.EDU

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ROSEN COLLEGE OF HOSPITALITY MANAGEMENT
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ORLANDO, FLORIDA 32819-8701

ESTIMATED 2024-25 COST*

Florida Resident Costs

COSTS
\$369.65
PER CREDIT HOUR

9
CREDIT HOURS 

Non-Florida Resident Costs

COSTS
\$1,194.05
PER CREDIT HOUR

9
CREDIT HOURS 

*Tuition and fees differ for online certificate program.

For a more detailed breakdown of graduate fees, please visit:

<https://studentaccounts.ucf.edu/tf-graduate/>

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; 500 graduate 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: Brhitney.Duffus@ucf.edu
 - CAPS: councntr@ucf.edu

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