Hospitality Management MS

SCHOOL OF SPORT, TOURISM AND HOSPITALITY MANAGEMENT

Learn more about the Master of Science in Hospitality Management.

About the Program

The goal of the MS program in Hospitality Management is to develop advanced professionals in the hospitality field with emphasis on marketing, operations and event management. Education should enable professionals in this field to be expert managers, marketers and planners in the public, private and commercial sectors. The program prepares students to be middle-level and, eventually, upper-level managers within the hospitality industry. The degree program is based not only on the practical application of management techniques, but also on the theoretical foundation that defines the profession. This makes the degree program clearly distinct from generic management curricula that do not include an industry-specific core.

Students interested in studying at the doctoral level should refer to the PhD program in Business Administration with a concentration in Tourism and Sport offered by the Fox School of Business and Management.

Time Limit for Degree Completion: 4 years

Campus Location: Main, with some electives available online

Full-Time/Part-Time Status: The degree program can be completed on a full- or part-time basis.

Interdisciplinary Study: The program encourages interdisciplinary coursework, research and interactions among faculty and students with interest in management, information technology and research.

Study Abroad: Students who wish to do their internships abroad work closely with the Center for Student Professional Development, which assists with the necessary contacts and supervision.

Areas of Specialization: Students may select from a series of rotating elective courses in:

- Event Management
- Hospitality Operations Management
- Tourism and Hospitality Marketing

Job Prospects: Students typically find placement in event management, hotel marketing, hotel operations, hotel and resort management, restaurant management, venue and convention management, and other fields within the industry.

Financing Opportunities: Students are automatically considered for merit scholarships from the School of Sport, Tourism and Hospitality Management (STHM) at the time of admission. Scholarships are awarded on the basis of a student’s academic history and professional experience.

Teaching and Research Assistantships within STHM are reserved for students who are capable of teaching undergraduate classes in specialized academic areas or assisting in faculty research. Graduate Externships are also available in a variety of areas around the university. Only admitted students may be awarded assistantships and externships.

Teaching Assistants (TAs), Research Assistants (RAs), and Graduate Externs (GEs) are expected to provide between 5 and 20 hours per week of service throughout the academic year. A nine-month stipend and partial or full (up to 9 credits) tuition remission for the Fall and Spring terms are offered for TAs and RAs, depending on the number of hours worked. GEs receive a stipend only. Applications for assistantships and externships are not evaluated until a Graduate School application and all appropriate materials have been received. The evaluation of applicants for Teaching and Research Assistantships and Graduate Externships begins by March and continues until all positions have been filled.

Admission Requirements and Deadlines

Application Deadline:

This program is not accepting applications for the 2023-2024 academic year.

Letters of Reference:

Number Required: 2

From Whom: Letters of recommendation should be obtained from college/university faculty members familiar with academic competence and/or past or current work supervisors.

Bachelor’s Degree in Discipline/Related Discipline: All applicants must present credentials that are the equivalent of the appropriate baccalaureate degree at Temple University.
Statement of Goals: In 500 words or less, describe your short-term and long-term professional goals. Explain how this program will help you attain those goals.

Standardized Test Scores:
GMAT/GRE: Scores may be requested based on the applicant's academic and/or professional background. Candidates with an undergraduate GPA below 3.0 are required to submit valid GMAT or GRE test scores. Consult an admissions advisor with any questions.

Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree at a U.S. institution, must report scores for a standardized test of English that meet these minimums:

- TOEFL iBT: 79
- IELTS Academic: 6.5
- Duolingo: 110
- PTE Academic: 68

Resume: Current resume or CV required.

Transfer Credit: Graduate credits from an accredited institution may be transferred into the program. The credits must be equivalent to coursework offered in the Master of Science in Hospitality Management and cannot have been used to complete another degree either at Temple University or another institution. The grade must be a "B" (3.0 GPA) or better in order to transfer. The maximum number of credits a student may transfer is 6.

Program Requirements

General Program Requirements:
Number of Credits Required Beyond the Baccalaureate: 30

Required Courses:

<table>
<thead>
<tr>
<th>Year 1</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Fall</strong></td>
<td></td>
</tr>
<tr>
<td>THM 5311 Service Management for the Tourism and Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>THM 5315 Strategic Tourism and Hospitality Marketing</td>
<td>1.5</td>
</tr>
<tr>
<td>THM 5601 Service Industry Analytics</td>
<td>3</td>
</tr>
<tr>
<td>Elective ¹</td>
<td>1.5</td>
</tr>
<tr>
<td><strong>Credit Hours</strong></td>
<td>9</td>
</tr>
<tr>
<td><strong>Spring</strong></td>
<td></td>
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<tr>
<td>THM 5313 Financial Mgt Tour/Hosp</td>
<td>3</td>
</tr>
<tr>
<td>THM 5602 Service Experience Design</td>
<td>3</td>
</tr>
<tr>
<td>Elective(s) ¹</td>
<td>3</td>
</tr>
<tr>
<td><strong>Credit Hours</strong></td>
<td>9</td>
</tr>
<tr>
<td><strong>Summer</strong></td>
<td></td>
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<tr>
<td>Select one from the following:</td>
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<tr>
<td>STHM 9995 Master's Project</td>
<td>3</td>
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<tr>
<td>THM 5485 Graduate Internship</td>
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<tr>
<td>Elective ¹,²</td>
<td>3</td>
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<tr>
<td><strong>Credit Hours</strong></td>
<td>3</td>
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<tr>
<td><strong>Year 2</strong></td>
<td></td>
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<tr>
<td><strong>Fall</strong></td>
<td></td>
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<tr>
<td>THM 5316 Strategic Management in the Tourism and Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>THM 5317 Tourism and Hospitality Management Consulting Project</td>
<td>3</td>
</tr>
<tr>
<td>Elective(s) ¹</td>
<td>3</td>
</tr>
<tr>
<td><strong>Credit Hours</strong></td>
<td>9</td>
</tr>
<tr>
<td><strong>Total Credit Hours</strong></td>
<td>30</td>
</tr>
</tbody>
</table>

¹ Selection of electives requires the approval of the Academic Director.

² This elective is only to be taken if an elective is missed in a prior term.
Approved Electives

Students may select from the courses below, with the understanding that not all courses may be offered:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM 5243</td>
<td>Event Management</td>
<td>3</td>
</tr>
<tr>
<td>THM 5312</td>
<td>Legal Issues for Hospitality and Event Enterprises</td>
<td>1.5</td>
</tr>
<tr>
<td>THM 5315</td>
<td>Strategic Tourism and Hospitality Marketing</td>
<td>1.5</td>
</tr>
<tr>
<td>THM 5322</td>
<td>Strategic Brand Management</td>
<td>1.5</td>
</tr>
<tr>
<td>THM 5327</td>
<td>Customer Relationship Management in Tourism and Hospitality</td>
<td>1.5</td>
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<tr>
<td>THM 5329</td>
<td>New Media and Distribution</td>
<td>1.5</td>
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<tr>
<td>THM 5331</td>
<td>Hospitality Operations Management</td>
<td>1.5</td>
</tr>
<tr>
<td>THM 5334</td>
<td>The Business of Event Management</td>
<td>1.5</td>
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<tr>
<td>THM 5335</td>
<td>Effective Sales Management</td>
<td>1.5</td>
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<tr>
<td>THM 5336</td>
<td>Revenue Management and Hotel Analytics</td>
<td>1.5</td>
</tr>
<tr>
<td>THM 5341</td>
<td>Destination Events - A Global Perspective</td>
<td>3</td>
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<tr>
<td>THM 5343</td>
<td>Cultural Intelligence</td>
<td>3</td>
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<tr>
<td>THM 5344</td>
<td>Crisis, Risk and Disaster Management</td>
<td>1.5</td>
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<tr>
<td>THM 5603</td>
<td>Food and Beverage Management</td>
<td>1.5</td>
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<tr>
<td>THM 5604</td>
<td>Event Logistics and Risk Management</td>
<td>1.5</td>
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<tr>
<td>THM 5605</td>
<td>Entrepreneurial Thinking for Hospitality and Event Industries</td>
<td>1.5</td>
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<tr>
<td>THM 5606</td>
<td>Hospitality Cost Control</td>
<td>1.5</td>
</tr>
</tbody>
</table>

1 Selection of SRM 5243, THM 5343 and/or THM 5344 require the approval of the Academic Director.

Culminating Event: Successful completion of coursework earns the student the MS degree in Hospitality Management. Key to completion of the degree is the student’s experience undertaking STHM 9995 Master’s Project or THM 5485 Graduate Internship.

Contacts

Program Web Address:
https://www.temple.edu/academics/degree-programs/hospitality-management-ms-th-hm-ms

Department Information:
School of Sport, Tourism and Hospitality Management
111 Speakman Hall
1810 N. 13th Street
Philadelphia, PA 19122-6083
sthm@temple.edu
215-204-8701

Submission Address for Application Materials:
https://apply.temple.edu/FOX/Account/Login

Department Contacts:
Assistant Director of Graduate Enrollment:
Jon Campione
jonathan.campione@temple.edu
215-204-3104

Assistant Dean and Academic Advisor:
Heather Blackburn, EdD
hblackburn@temple.edu

Academic Director:
Michael F. Sheridan, MTHM
michael.sheridan@temple.edu
215-204-6705

Chairperson:
Xiang Li, PhD
robertli@temple.edu