

Hospitality Management Strategic Initiatives

HM 424: Marketing & Sales



Overview

Note:

Each group completed their own strategic plan.

This is a compilation of the strongest held beliefs
among the students.

Currently, our department has been given a mandate to double within the next five years.

Therefore, our department will need to double faculty to prepare for and match this growth.

Vision: The hospitality management program will strive to become one of the top three hospitality management programs in the Midwest by 2025.

Departmental Initiatives

Goal 1: Instructors

- Hire and retain quality instructors by emphasizing and promoting effective teaching as a priority
 - Although research is very important, hospitality is unique in its hands-on aspect
 - Require that all instructors have at least two years of field experience in a managerial position so they can relate and give real world experience in the classroom

Goal 2: New marketing campaign

- New marketing materials
- More specific marketing materials
- Branded giveaways



Curriculum Initiatives

Goal 1: Minors in hospitality program

- Add new minors to the hospitality program
 - Although business is highly valued, other minors would be beneficial based on the student's area of concentration
 - Currently, a business minor is a requirement because we do not have enough faculty to teach the necessary hospitality courses (for example, Hospitality Finance vs Business Finance)
 - Students have overwhelmingly expressed a desire for communications, marketing, public relations and similar programs to be offered as minors

Goal 2: Entrepreneurship

- Integrate entrepreneurship into hospitality curriculum
 - Based on competitor analysis, many programs offer a hospitality entrepreneurship course
 - Entrepreneurship is very important in hospitality, more so than most other industries, and the challenges with it are unique
 - This course would be beneficial to all tracks and should be offered as a required course in all three tracks

Goal 3: Capstone Courses

- Strengthen the capstone courses
 - **Foodservice:** Offer an up-to-date and fully functional kitchen inside Justin Hall
 - **Lodging:** Develop closer relationships with lodging facilities so the capstone can be more hands-on and not just a computer simulation
 - **CME:** Provide more hands on experience for event management students by incorporating the planning of events into required course curriculum

Goal 4: HM 011

- Make this class a for-credit, full semester class
- Required to take it as a freshman or first semester transfer, no exceptions
- Learn more about all three tracks in this course
- Complete venue tours and more guest speakers
- Business cards

Goal 5: Hospitality Courses Online

- Have core hospitality courses offered online and/or during the summer
 - A considerable amount of students take online courses through community colleges over the summer
 - Only real option for summer classes
 - Greater presence of hospitality courses for summer online classes

Track-Specific Initiatives

Food and Beverage Management

- Create a club centering around food and beverage
- Try to enroll proportionate number of students to other tracks

Convention, Meeting, and Event Management

- Develop more depth by adding additional courses
 - Such as fairs and festivals, conventions, and special events

BS/MS

- Increase exposure of the program
 - Nearly 95% of our class did not realize there was a BS/MS option
 - Better train and inform advisors so this can be relayed to the students

PhD

- Incorporate more teaching into the curriculum
 - Teach break off sessions that are in addition to faculty run courses
 - This provides smaller classes and a better experience for the undergraduate student, in addition to providing teaching experience
 - Mentor all PhD students to have at least one publication prior to graduation
 - Establish more funding to make program competitive and attract strong students

**Thank you for
attending!**

Questions?