

Required Courses

Hospitality & Tourism Certificate

TERM 2	
1	<p>MKG 1021 - Marketing Principles</p> <p>This course develops an understanding of marketing concepts, principles and practices. Topics examined include the influence of environment factors on the marketing process, marketing strategy development, marketing mix formulation and adjustment for pricing, promoting and distributing appropriate products and services to selected markets.</p>
2	<p>COM 1020 - Workplace Communication</p> <p>In this course students develop writing and presentation skills. Students will apply rules of grammar, spelling, punctuation and mechanics in the development of letters, email and short reports as well as other documents relevant to their industry. Students will demonstrate strategies and techniques for creating informative and persuasive presentations.</p>
3	<p>WIL 1100 - Hospitality & Tourism Work Integrated Learning 1</p> <p>In this course, students will integrate their academic learning, expand their knowledge, and develop skills and abilities in an instructor-approved hospitality or tourism business. Students will report on products, services, roles, responsibilities, policies, procedures, and processes in their workplace. They will also reflect on their work integrated learning experience. Students are required to find their own relevant employment in the hospitality and tourism industry and complete 600 hours of full-time work.</p>