

UNIVERSITY OF NORTH TEXAS G. BRINT RYAN COLLEGE OF BUSINESS



MS Hospitality Management—Research Track

The M.S. in Hospitality Management Research Track is a 30-credit-hour program designed for students interested in research, teaching, and future doctoral study. The curriculum integrates advanced hospitality coursework with research methods, data analysis, and a thesis or applied research project. Students develop the ability to design research, analyze data, and communicate findings related to hospitality operations, consumer behavior, sustainability, technology, and global tourism. Offered in online and residential/blended formats, the program allows students to learn from research-active faculty while developing a strong foundation for academic and research-oriented careers. Graduates are prepared for analytical and research positions, college-level teaching, and continued study in doctoral programs.

CAREER POSSIBILITIES

Hospitality and Tourism Research Analyst | Consumer Insights Researcher | Research Project Manager | Research Consultant | Hospitality Education and Training Specialist | College Instructor or Lecturer

DEGREE REQUIREMENTS

CORE COURSES (9 HOURS)

CMHT 5350 (3 hrs.) Contemporary Issues & Trends in Merch and Hospitality Management

HTAN 5300 (3 hrs.) Hospitality and Tourism Data Analytics

HMGT 5860 (3 hrs.) Strategic Management in the Hospitality Industry
(Strongly recommended toward the end of the program.)

ELECTIVE COURSES (21 HOURS SELECTED FROM)

HMGT 5150 (3 hrs.) Casino Management*

HMGT 5200 (3 hrs.) Survey of Beverages in the Hospitality Industry*

HMGT 5250 (3 hrs.) Restaurant Development

HMGT 5280 (3 hrs.) Hotel and Restaurant Operations

HMGT 5480 (3 hrs.) Hospitality Industry Finance*

HMGT 5500 (3 hrs.) Technology and Innovation in Hospitality, Event & Tourism*

HMGT 5520 (3 hrs.) Global Tourism Systems

HMGT 5530 (3 hrs.) International Sustainable Tourism

HMGT 5540 (3 hrs.) Tourism Services Management and Marketing

HMGT 5560 (3 hrs.) Planning and Policy in Sustainable Tourism

HMGT 5585 (3 hrs.) SMART Destination

HMGT 5630 (3 hrs.) Advanced Convention and Event Management

HMGT 5650 (3 hrs.) Strategic Marketing of Events

HMGT 5790 (3 hrs.) Field Experience in Hospitality and Tourism

HMGT 5820 (3 hrs.) Facilities Planning, Equipment Layout & Design*

EDEM 5600 (3 hrs.) Sustainability in the Event Industry*

CMHT 5000 (3 hrs.) Global Discovery in Merchandising & Hospitality Management*

CMHT 5400 (3 hrs.) Quantitative Data Analysis

CMHT 5440 (3 hrs.) Consumer Theory

CMHT 5460 (3 hrs.) Human Capital Development in Merch & Hospitality Management

CMHT 5550 (3 hrs.) Promotional Strategies

CMHT 5600 (3 hrs.) Managing Customer Experiences

CMHT 5700 (3 hrs.) Service Excellence

CMHT 5770 (3 hrs.) Digital Strategies and Consumer Insight

CMHT 5870 (3 hrs.) Customer Relationship Management Analysis

**READY TO APPLY? NEED TO GET
ADVISED?**

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAMS
OFFICE AT RCoBMasters@unt.edu OR CALL 940-369-8977

COURSE #	COURSE NAME	PROPOSED SCHEDULE OF COURSE OFFERINGS		
		FALL	SPRING	SUMMER
CORE COURSES (9 HOURS)				
CMHT 5350	CONTEMPORARY ISSUES & TRENDS IN MERCHANDISING AND HOSPITALITY MANAGEMENT	✓	✓	
HTAN 5300	HOSPITALITY AND TOURISM DATA ANALYTICS	✓	✓	
HMGT 5860	STRATEGIC MANAGEMENT IN THE HOSITAL INDUSTRY <i>(Strongly recommended toward the end of the program.)</i>	✓	✓	
ELECTIVE COURSES (21 HOURS SELECTED FROM)				
Up to two courses (6 credit hours) marked with an asterisk (*) may b applied toward the degree plan.				
HMGT 5150	CASINO MANAGEMENT*	✓	✓	✓
HMGT 5200	SURVEY OF BEVERAGES IN THE HOSPITALITY INDUSTRY*	✓	✓	✓
HMGT 5250	RESTAURANT DEVELOPMENT	✓		
HMGT 5280	HOTEL AND RESTAURANT OPERATIONS	✓		
HMGT 5480	HOSPITALITY INDUSTRY FINANCE*		✓	
HMGT 5500	TECHNOLOGY AND INNOVATION IN HOSPITALITY, EVENT AND TOURISM*	✓	✓	✓
HMGT 5520	GLOBAL TOURISM SYSTEMS			✓
HMGT 5530	INTERNATIONAL SUSTAINABLE TOURISM	✓		
HMGT 5540	TOURISM SERVICES MANAGEMENT AND MARKETING	✓		
HMGT 5560	PLANNING AND POLICY IN SUSTAINABLE TOURISM		✓	
HMGT 5585	SMART DESTINATION			✓
HMGT 5630	ADVANCED CONVENTION AND EVENT MANAGEMENT	✓		
HMGT 5650	STRATEGIC MARKETING OF EVENTS		✓	
HMGT 5790	FIELD EXPERIENCE IN HOSPITALITY AND TOURISM	✓	✓	✓
HMGT 5820	FACILITIES PLANNING, EQUIPMENT LAYOUT AND DESIGN*	✓	✓	✓
EDEM 5600	SUSTAINABILITY IN THE EVENT INDUSTRY*	✓	✓	
CMHT 5000	GLOBAL DISCOVERY IN MERCH & HOSP MANAGEMENT*		✓	
CMHT 5400	QUANTITATIVE DATA ANALYSIS		✓	
CMHT 5440	CONSUMER THEORY	✓		
CMHT 5460	HUMAN CAPITAL DEVELOPMENT IN MERCH & HOSP MGMT		✓	
CMHT 5550	PROMOTIONAL STRATEGIES			✓
CMHT 5600	MANAGING CUSTOMER EXPERIENCES		✓	
CMHT 5700	SERVICE EXCELLENCE		✓	
CMHT 5770	DIGITAL STRATEGIES AND CONSUMER INSIGHT	✓		
CMHT 5870	CUSTOMER RELATIONSHIP MANAGEMENT ANALYTICS	✓		