

# Bachelor of Hospitality Management - Marketing Specialisation

HETHTHM | HETHTHMAD

Preston Campus

Year 1		Year 2		Exit Point – Associate Degree of Hospitality Management	Year 3	
Semester 1	Semester 2	Semester 1	Semester 2		Semester 1	Semester 2
HMG101 <b>Accounting for Managers</b>	HMG105 <b>Management Fundamentals</b>	HMG201 <b>Food and Beverage Management</b>	HMG203 <b>Event Management</b>		HMG301 <b>Sustainable Management</b>	HMG303 <b>Capstone Project</b>
HMG102 <b>Introduction to Information Technology</b>	HMG106 <b>Introduction to Business Law</b>	HMG202 <b>Accommodation Management</b>	HMG204 <b>Business Finance</b>	HMG302 <b>Strategic Management</b>	HMG304 <b>Revenue Management</b>	
HMG103 <b>Marketing Principles</b>	HMG107 <b>Economic Principles</b>	Elective	Elective	BNS301 <b>Strategic Marketing</b>	BNS305 <b>Marketing Analytics</b>	
HMG104 <b>Food and Beverage Operations</b>	HMG108 <b>People and Culture</b>	Elective	Elective	BNS306 <b>Services Marketing</b>	Elective	

<span style="display: inline-block; width: 20px; height: 15px; background-color: #f1c40f; border: 1px solid #000; margin-right: 5px;"></span> Year 1 Core	<span style="display: inline-block; width: 20px; height: 15px; background-color: #2980b9; border: 1px solid #000; margin-right: 5px;"></span> Year 2 Core	<span style="display: inline-block; width: 20px; height: 15px; background-color: #f39c12; border: 1px solid #000; margin-right: 5px;"></span> Year 3 Core	<span style="display: inline-block; width: 20px; height: 15px; background-color: #9b59b6; border: 1px solid #000; margin-right: 5px;"></span> Elective	<span style="display: inline-block; width: 20px; height: 15px; background-color: #e91e63; border: 1px solid #000; margin-right: 5px;"></span> Specialisation Core
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