

Hospitality, Tourism, Events & Wine Management Programs



APPLICATION TO DECLARE MAJOR, MINOR, OR CERTIFICATE

1. **HOW TO APPLY:** Please fully complete sections 1-3 of the application:
 1. Enter your information, select program(s), sign and date form.
 2. Email complete form (signed) to:
 - HTE applications to: Dr. Carla Jellum (carla.jellum@cwu.edu)
 - WINE applications to: Dr. Sarah Feeney (sarah.feeney@cwu.edu)
2. Application Requirements: HTE (2.3 GPA) and WINE (2.5 GPA)

1	Name:	ID#	Phone:
	CWU Email:		Class Level: FR SO JR SR GR Post-Bac
	Mailing address:		State:

2	CHECK	Application for Degree	CODES
		MAJOR Bachelor of Science in HOSPITALITY, TOURISM & EVENTS	HTE
		Hospitality Management	HOMA
		Tourism Management	TRMA
		Event Management	EVMA
		MAJOR Bachelor of Science in WINE STUDIES	WIST
		Wine Industry Management	WIM
		MINORS	
		Event Management	FASCMINEM
		Hospitality Management	HOMAAMIN
		Sustainable Tourism Management (online)	RETOMINST
		Tourism Management	TOMAMIN
		Wine Trade and Tourism	HHRMINWT
		Wine Industry Management	WINDMAMIN
		CERTIFICATES	
		Wine Trade Professional	N/A
		Winery Event Design (online)	N/A
		Tasting Room Management (online)	N/A

3	Student Signature (electronic is fine)	Date

To be completed by HTE or WINE Director and Department Chair

Catalog Year: 20 -20	Student GPA:	
Assigned Advisor	Department Director or Advisor Signature	Date
Chair Signature	Date	

Hospitality, Tourism, Event and Wine Management Degree Options

MAJORS

HOSPITALITY MANAGEMENT prepares for entry-level supervisory and managerial positions within hotels, restaurants and the service industry. Entrepreneurial skills are developed for those interested in starting their own business. Career options include sales and marketing associates, hotel manager, restaurant owner, and airline manager.

TOURISM MANAGEMENT prepares students for positions of hosting domestic and international travelers. They learn skills in management, marketing, sustainability, strategic planning and policy development. Career options include destination managers, hotel/resort positions, guest services manager, marketing associate and tour operator.

EVENT MANAGEMENT prepares students to coordinate and manage a variety of social and business events for in-person and virtual settings. Students learn to effectively design, plan, and produce events. Career options include festival organizer, meeting and convention planner, non-profit event coordinator, private event planner and more.

WINE INDUSTRY MANAGEMENT provides students with a broad understanding of the wine industry. The program prepares graduates for careers in business-focused areas such as wine marketing, direct to consumer sales, distribution, legal compliance, and tasting room management.

MINORS

HOSPITALITY MANAGEMENT students will learn about the key areas of hospitality including leadership, lodging operations, food and beverage management and explore additional areas of interest in HTE.

EVENT MANAGEMENT gives students a solid understanding of special event programming and management. Students learn about budgets, meetings, festivals, catering, policy and law and receive experiential learning opportunities.

TOURISM MANAGEMENT focuses on the global travel and the components that make up the travel industry: leadership, geography, accommodations, transportation and hospitality.

SUSTAINABLE TOURISM allows students to learn the components of the tourism industry and environmental management and learn the importance minimizing impacts to the environment, community and economy.

WINE TRADE AND TOURISM is for those students interested in the wine industry, with a focus on tourism opportunities inclusive of managing and marketing of wine trails, wine events and similar experiences.

WINE INDUSTRY MANAGEMENT is a cross-disciplinary program that prepares students for employment in many areas of the wine industry, including wine sales, marketing, branding, legal compliance, distribution, and tasting room management.

CERTIFICATES

WINERY EVENT DESIGN provides students with a broad understanding of Washington State wines, food and wine pairing concepts, event catering, and event planning. Online and 16 credits.

TASTING ROOM MANAGEMENT identifies and refines best practices for retail tasting room operations. Beneficial for undergraduates and those working in the wine industry seeking to increase their effectiveness. Online and 16 credits.

WINE TRADE PROFESSIONAL focuses on fundamental wine concepts as well as, business and trade-related aspects of the wine industry. Requires 15 credits.

How did you become aware of the HTE or WINE Major, Minor or Certificate?

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Professor in Major		Another Professor		Orientation	
Student in Major		Another Student		Advertising/ Rack Cards	
Other, please specify					