

Come Explore

# Hospitality & Tourism Management Diploma

**With this dual credit online course, you are able to explore the exciting world of Hospitality and Tourism and be well on your way to earning your diploma with Olds College!**

## EARN COLLEGE CREDITS IN HIGH SCHOOL!

This innovative program prepares its graduates to contribute to the growth and development of the Hospitality and Tourism industry by providing educational excellence in key sectors of the industry, including managerial, entrepreneurial and guest experience perspectives. Graduates will be positioned to take advantage of local, national and global career opportunities within this dynamic industry.

## HAT 1130 / TERM: FALL 2021 MARKETING FOR HOSPITALITY & TOURISM

Sept 27 - Dec 16, 2021 | Asynchronous

Students will experience and evaluate a variety of hospitality and tourism facilities relating to product, price, place, promotion, people, physical evidence and process. Social media and mobile applications are included as part of the marketing mix as they are extremely important elements within the tourism industry today.



FOR MORE INFORMATION ON THE PROGRAM



CONTACT: YOUR GUIDANCE COUNSELOR  
VISIT: [OLDSCOLLEGE.CA/HOSPITALITY](https://oldscollege.ca/hospitality)



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OLDS COLLEGE

Continuing Education & Corporate Training