

EARN AN UNDERGRADUATE
CERTIFICATE IN
**CASINO AND RESORT
MANAGEMENT AND
MARKETING**



The **Casino and Resort Management and Marketing Certificate** program helps students gain expertise in casino resort operations management. This certificate is designed for hospitality and tourism management students, as well as non-major business students who are interested in casino resort management and marketing careers. This certificate may also benefit gaming professionals or hospitality and tourism professionals who are seeking development opportunities and/or educators looking to re-skill and broaden their casino resort management and marketing knowledge.

CERTIFICATE IN CASINO AND RESORT MANAGEMENT AND MARKETING

COURSEWORK

To complete this certificate program, you must take the following courses:

- Casino and Resort Operations
- Casino and Resort Marketing
- Two of the following courses:
 - Customer Services Management
 - Hotel Operations
 - E-Commerce in Hospitality and Tourism Management
 - Revenue Management in Hospitality and Operations
 - Integrated Marketing Communication
 - Sales Management
 - Retail Management and Strategy

REQUIREMENTS

- Completion of four, three-credit-hour undergraduate casino and resort management and marketing courses.
- Reference Southern Miss website for courses, descriptions and prerequisites.
- Prerequisites are waived for non-degree seeking students only.



THE UNIVERSITY OF SOUTHERN MISSISSIPPI (USM) is a comprehensive public research institution delivering transformative programs on campuses in Hattiesburg and Long Beach, at teaching and research sites across the Mississippi Gulf Coast, as well as online. Founded in 1910, USM is one of only 131 universities in the nation to earn the Carnegie Classification of Institutions of Higher Education's "R1: Doctoral Universities - Very high research activity" designation, and its robust research enterprise includes experts in ocean science and engineering, polymer science and engineering, and large event venue safety and security, among others. USM is also one of only 37 institutions in the nation accredited in theatre, art and design, dance and music. USM welcomes a diverse student body of more than 14,000, representing 71 countries, all 50 states, and every county in Mississippi. Learn more at usm.edu.



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FOR MORE INFORMATION, CONTACT SCHOOL OF MARKETING

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