

# Required Courses

## Hospitality & Tourism Management Post-Diploma Certificate

TERM 2	
<b>1</b>	<p><b>MKG 1021 - Marketing Principles</b></p> <p>This course develops an understanding of marketing concepts, principles and practices. Topics examined include the influence of environment factors on the marketing process, marketing strategy development, marketing mix formulation and adjustment for pricing, promoting and distributing appropriate products and services to selected markets.</p>
<b>2</b>	<p><b>COM 1030 - Workplace Professionalism</b></p> <p>Students are introduced to the theory of menu planning, evaluation and design. Students will also be exposed to basic and advanced food preparation techniques, including food storage, pre-preparation, detailed plate presentation, and intricate food combinations. Students must have completed Food Safe, Standard First Aid, and Olds College WHMIS certifications prior to working in the kitchen.</p>
<b>3</b>	<p><b>WIL 1100 - Hospitality and Tourism Work Integrated Learning 1</b></p> <p>In this course students will examine restaurant, banquet, and event service. They will learn essential elements of food and beverage operations and service techniques. Students will gain experience working as part of a team and practice guest service and technical skills in actual food service settings.</p>