The Master Certification is a cross-disciplinary course of study covering the management topics essential for leading a successful hospitality operation. Participants who complete the Master Certification will have attended courses in leadership, strategy, finance, marketing, human resources, foodservice, and revenue management. This Master Certification is intended as a course of study for managers who wish to gain the knowledge and skills needed to advance to the highest levels in hotel management. The curriculum is designed to establish both a path toward advancement as well as the means to career and business success.

Requires completion of 12 classroom courses. Take up to six years to complete the required courses. Apply both new and previously completed courses already applied toward other certifications.

**Required Courses:**

### LEADERSHIP
- **Essential Skills for Leadership** (July 5 - 7, 2018)
- **Leadership Communication Skills for Intrapreneurs and Innovators** (July 2 - 4, 2018)

### MARKETING
- **Marketing Management** (June 25 - 27, 2018)
- **Strategic Marketing for Hotels and Restaurants** (July 2 - 4, 2018)

### FINANCIAL MANAGEMENT
- **Hospitality Financial Management: Operations Decision Making** (June 25 - 27, 2018)
- **Strategic Financial Management for Hotels** (July 5 - 7, 2018)

### FOODSERVICE MANAGEMENT
- **Essentials of Foodservice Management** (June 28 - 30, 2018)
- **Beverage Management** (July 2 - 4, 2018)

### HUMAN RESOURCES
- **Building the Human Capital Base: Essential Human Resources Practices for Managers** (July 5 - 7, 2018)
- **Managing Diversity and Inclusion to Drive Organizational Success** (July 2 - 4, 2018)

### REVENUE MANAGEMENT
- **Hotel Revenue Management** (July 2 - 4, 2018)
- **Demand Management: Maximizing Hotel Revenue through Distribution Channels** (June 28 - 30, 2018)

### PROPERTY-ASSET MANAGEMENT
- **Sustainable Hospitality Operations and Management** (July 2 - 4, 2018)