

# FOUR-YEAR PLAN

RTM—Tourism Planning & Promotion Emphasis, B.S. RTM

15 to Finish



## Semester 1

Course	Credits	Grade	✓
ENGL 101: Composition & Rhetoric I	3	C*	<input type="checkbox"/>
RTM 100: Introduction to RTM	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
UNIV 100: CU Foundations	1		<input type="checkbox"/>

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## Semester 2

Course	Credits	Grade	✓
ENGL 102: Composition & Rhetoric II	3	C*	<input type="checkbox"/>
MATH 105: Elementary Statistics	3		<input type="checkbox"/>
RTM 224: Tourism Motivation & Behavior	3		<input type="checkbox"/>
RTM 226: Inclusive Services in Recreation & Tourism	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>

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## Semester 3

Course	Credits	Grade	✓
RTM 222: Managing Tourism Resources	3		<input type="checkbox"/>
RTM 239: Programs & Operations	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
General Education Course	3-4		<input type="checkbox"/>

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## Semester 4

Course	Credits	Grade	✓
MKT 305: Principles of Marketing	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
General Education Course	3-4		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>

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The **Bachelor of Science in Recreation and Tourism Management** degree prepares students for professional careers

in the dynamic and expanding field of tourism. The curriculum focuses on program planning, public relations, marketing, budgeting, and management of Recreation and Tourism services.



### MILESTONE COURSES

Courses marked as Milestone Courses are crucial for staying on track to complete your degree in four years. Take them in the recommended semester to stay on track! If you see a recommended minimum grade, this is the grade you need to earn to have the best chance for success in this degree! Grades marked with an asterisk are required to pass.

### Helpful Hints

- Use this plan in consultation with your Academic Advisor.
- COMM 101 is recommended for the Oral Communication General Education requirement.
- ECON 203: Principles of Microeconomics is a recommended elective.

## Semester 5

Course	Credits	Grade	✓
RTM 311: Measuring Tourism Impacts	3		<input type="checkbox"/>
RTM 315: Managing Service Organizations	3		<input type="checkbox"/>
RTM 335: Urban Tourism	3		<input type="checkbox"/>
RTM 342: International Tourism	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
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## Semester 6

Course	Credits	Grade	✓
RTM 325: Tourism Planning & Development	3		<input type="checkbox"/>
RTM 328: Design & Maintenance of Recreation Facilities	3		<input type="checkbox"/>
RTM 355: Tourism Promotion	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
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## Semester 7

Course	Credits	Grade	✓
RTM 320: Special Topics	3		<input type="checkbox"/>
RTM 345: Ecotourism	3		<input type="checkbox"/>
RTM 346: Cultural Tourism	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
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## Semester 8

Course	Credits	Grade	✓
RTM 430: Senior Seminar	3		<input type="checkbox"/>
RTM 450: Internship	6		<input type="checkbox"/>
RTM 415: Meetings, Conventions, & Special Events	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
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### ADVISING

When you choose to pursue this degree, you will be assigned an advisor who is an expert in the field of Recreation and Tourism Management. This advisor can help you with course selection, career planning, resume building, and with tracking your path to degree completion.

### CAREERS

Marketing Professional for travel & tourism  
 City/Community Planning Development  
 Convention & Visitor Bureaus  
 Outdoor Program  
 Social, Regional, State & Federal Travel Offices  
 Entrepreneur  
 Research  
 Chamber of Commerce  
 NFS  
 Professional Event Planning

### STUDENT ORGANIZATIONS

Student Government Association (SGA)

### COMPLEMENTARY MINORS

RTM is a multidisciplinary industry. Any minor will enhance your degree.

