

USCCONNECT

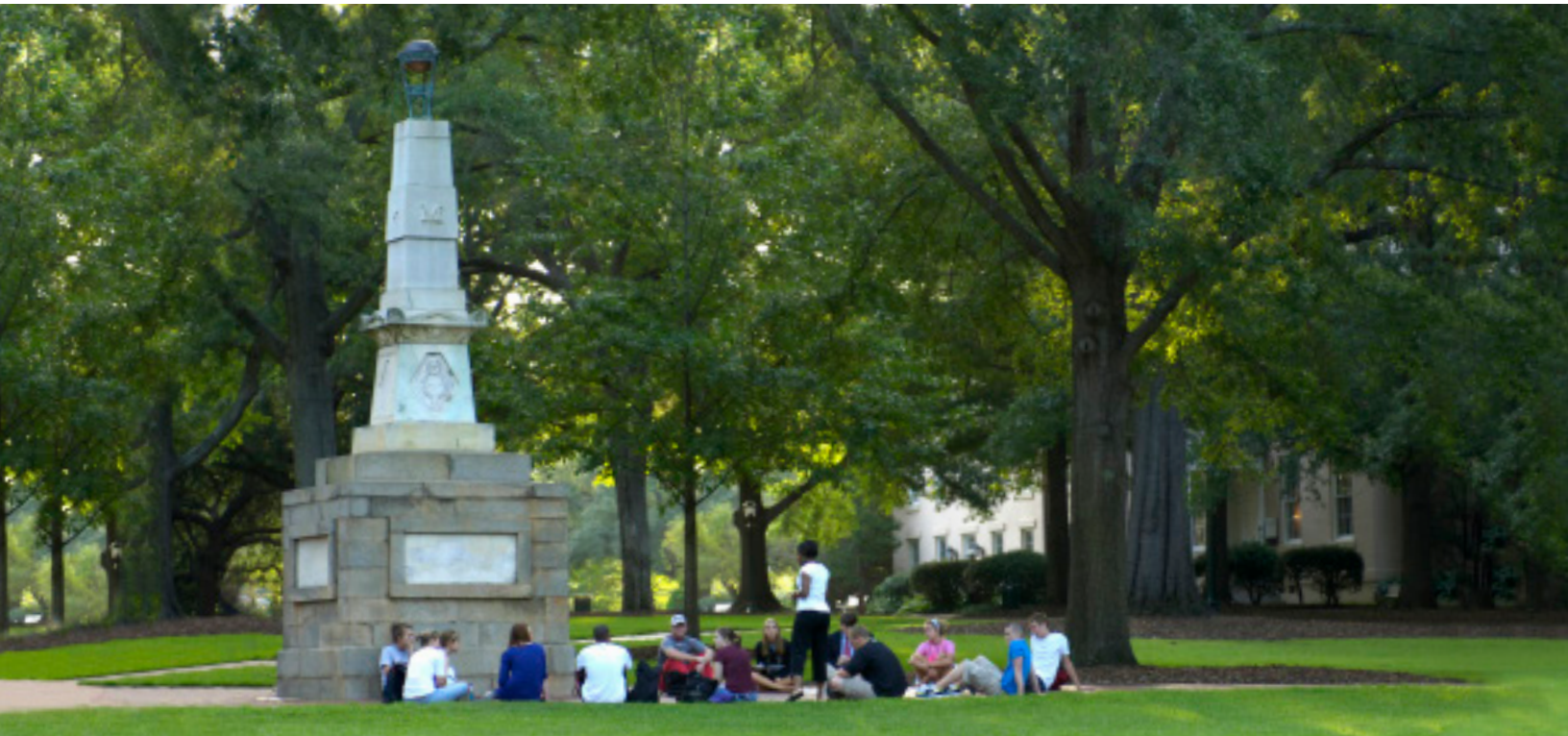
Recommendations

Hospitality, Retail, and Sport Management

To learn more about how to make the most of your educational experiences within and beyond the classroom contact:

Kathy Smiling, Assistant Dean of Student Services, smiling@mailbox.sc.edu

Collin Crick, Director of Recruitment, cwcrick@sc.edu



UNIVERSITY OF
SOUTH CAROLINA

PARTICIPATE

Community Service

Related course

- HRSM 301: Professional Development Seminar
- HRTM 364: Introduction to Meetings and Events
- HRTM 386: Tourism Festival Planning
- HRTM 475 and 575: Wine and Spirits
- HRTM 564: Advanced Meeting Planning
- ITEC 343: Hardware Systems
- ITEC 444: Corporate Training and Development
- ITEC 448: Professional Internship
- ITEC 544: Training Systems
- ITEC 562: Advanced Web Systems
- ITEC 564: Project Management for IT
- RETL 365: Visual Merchandising
- RETL 369: Retail Promotion
- SPT 444: Sports and Entertainment Event Management

Sites/experiences

- Big Brothers/Big Sisters Bowl for Kids' Sake Fundraisers
- Bow Tie memorial Run (Dr. Andrew Sorenson)
- Fashion Board at USC
- George Rogers Foundation Annual Golf Tournament
- Jeff Gordon Children's Foundation "Kick-it!"
- Martin Luther King Jr. Day of Service
- Ray Tanner Foundation Annual Auction and Benefit
- Special Olympics

Other

- Fashion Shows
- Habitat for Humanity/USC Yard Sale
- HRSM Alumni BBQ cook-off
- HRTM events
- Sorority charities

Why this is important

Community service helps ensure students remain connected to the citizens and the environment in which they are working/studying and helps students understand their role in enhancing the community as a whole.

Global Learning

Related course

- HRSM 787: Global Interdisciplinary Seminar in Hospitality, Retail, Sport and Technology Management
- HRTM 590M: The Food and Fashion of Italy
- Practicum/Internships: There is a possibility in many majors to complete a practicum/internship abroad
- RETL 592: Fashion and Food Across Italy
- SPT 570: Special Topics in Global Sport

Timing for "study abroad"

- HRSM 787: Typically offered in Maymester
- HRTM 590 and RETL 592: Typically offered during Maymester
- SPT 570: Typically offered spring semester with the study abroad occurring during spring break.

Destinations

Aruba, China, England, France, Italy, Spain, Thailand, etc.

Why this is important

Study abroad opportunities help students remain cognizant of the global nature of today's business environment and helps students recognize unique opportunities for personal and professional growth worldwide.

Peer Leadership

Student Organization(s)

- Association for Information Technology Professionals
- Association for Wedding Professionals International
- Club Managers Association of America
- College DECA at USC
- Eta Sigma Delta
- Fashion Board at USC
- Hospitality Financial and Technology Professionals
- HRSM Ambassadors
- International Hospitality and Tourism Graduate Student Association
- National Society of Minorities in Hospitality
- Professional Convention Management Association
- Retail and Fashion Merchandising Graduate Student Organization
- Sport and Entertainment Management Club
- Sport and Entertainment Management Graduate Student Association
- Students in Free Enterprise

Opportunities

- Living and Learning Community Officers
- SEVT Conference – Student Coordinators
- HRTM Career Fair—Hosting

Other Recommendations

Students are encouraged to take leadership positions in organizations outside of their major in order to broaden their professional network as well as further enhancing their ability to work with diverse groups of individuals in a variety of situations.

Why this is important

Students must seek opportunities to practice and refine their leadership skills as well as provide service to groups that they are actively involved and interested in both professionally and personally.

Internships

Related Courses

- HRTM 290/495: Practicum/Internship
- ITEC 448: Professional Internship
- RETL 295/495: Practicum/Internship
- SPTE 295/495: Practicum/Internship

Other Program Requirements

Participation in Practicum/internship orientation meetings

Recommended sites/work experiences

There are a variety of recommended sites and each department/program has an Internship Director to provide additional information.

Professional Organizations

- International Association of Venue Managers
- MEBA: Midlands Education and Business Alliance
- National Society of Minorities
- National Sports Forum
- North American Society of Sport Management
- South Carolina Information Technology Professional organization
- The Health Information Management Systems Society (HIMSS)
- The Project Management Institute (PMI)

- Other**
- Augusta National Master's Golf Tournament
 - HRSM Alumni Society Career Night
 - HRTM 301: Professional Development Seminar
 - National Sports Forum Case Cup Competition
 - Regan Lecture Series
 - SEVT Case Cup
 - SEVT Conference
 - Thomas H. Regan Lecture Series

Why this is important Students must be able to demonstrate work experience and exposure to their specific industry. The practica/internship opportunities will offer them the ability to learn and apply in a non-threatening environment. Students must learn and understand the importance of continual professional development and active membership is the best vehicle for identifying effective and efficient strategies to infuse the "lifelong learner" philosophy into the professional growth. It further serves the students through a broadening of their professional networks and potential influence in the industry.

Research

- Related courses**
- HRTM/ITEC 584: Tourism IT Issues
 - ITEC 545: Telecommunications
 - RETL 368: Fashion Product Analysis
 - RETL 425: Retail Shopper Analysis
 - RETL 462: Merchandise Management Strategies
 - RETL 485: Multinational Retailing
 - RETL 525: Law for Retailers
 - RETL 530: Fashion and the Law
 - RETL 695: Retailing Literature and Thought
 - SPTE 399: Independent Study
 - SPTE 490: Special Topics in Sport and Entertainment
 - SPTE 498: Research Experience
 - SPTE 499: Senior Thesis

- Sample research projects or topics**
- A Comparison of NASCAR Sponsorship Trends from 1999-2012
 - Discovery Day Poster Presentations
 - Live Entertainment Marketing vs. Traditional Marketing Strategies
 - London Olympics 2012 Case Study: Managing Stadium Accessibility
 - Stadium Financing, Comparing and Contrasting the Methods Used to Finance Cleveland Browns Stadium and Heinz Field

- Other recommendations**
- College of HRSM Symposium
 - Community-based Research
 - Discovery Day
 - Graduation with "Distinction"
 - International industry conference (IAVM)
 - Magellan Apprentice Program
 - Magellan Guarantee Program
 - Magellan Mini-Grant Program
 - Magellan Scholar Program
 - Magellan Scholars have unique research opportunities

Why this is important

The ability to formulate a research question/project , to collect and analyze the results, followed by developing applicable uses for the findings will help set the students apart from others who do not have the skills when entering a competitive workforce..

INTEGRATE

How to Integrate

- Augusta National Master's Golf Tournament
- Chefs on the Shoe
- Domestic Study
- Practicum and Internship Experiences
- Service Learning
- SPTE 444 students work with Richland County Parks Commission
- SPTE students have developed "Grass Roots" marketing strategies for sport and entertainment companies.
- Study Abroad
- Wedding planning

The ability to recognize and solve problems is a key component that leads to success in any industry. Students must aggressively seek opportunities to develop creative solutions to a variety of issues and problems. The more you are able to proactive this skill, the more refined your decisions and actions will become.

LEAD

Initial career opportunities**HRTM**

Hospitality Management and Tourism Management
Country Club, Hotel, Resort, Restaurant, Time Share, Tourism, Event Management

IIT

Application Development, Corporate Training, Database Management, Health Information Technology, Mainframe Systems, Network Management, Project Management, Security, Tech Support, Web Development

RETL

Fashion Merchandising and Retail Management
Store Operations, Produce Design/Development, Sales/Marketing/Promotion, Merchandising/Buying, Visual Merchandising/Store Design

SPTE

Artist Management/Representation, Collegiate Sport, Concert/Tour Management, Facility Management, Sport Marketing, Sport and Entertainment Media, Ticketing Services, Venue Management

Related graduate programs

HRTM
Masters in International Hospitality and Tourism Management
Ph.D. in Hospitality Management
ITEC
Master in Health Information Technology
RETL
Masters in Retailing
SPTE
Masters in Sport and Entertainment Management
Ph.D. in Sport and Entertainment Management (starting Fall 2014)

Future career opportunities

- Agency Management
- Professional Team Management
- Sport and Entertainment Event Management
- Sport and Entertainment Marketing Management
- Sport and Entertainment Sponsorship Management
- Venue Management

Other Career Comments

In today's work environment, it is important for students to be as mobile as possible in order to ensure they will be in the best possible work environment available. It is important for the first position be in an environment in which the student can continue to grow and develop. Selecting a position based solely on location may not lead to the best career opportunities.

USCONNECT

Integrating learning within
and beyond the classroom

The listed experiences are a sample of options for your major. See the
USC Connect experiences database to search for more opportunities.
www.sc.edu/usconnect/participate