

CAPE BRETON UNIVERSITY | **Shannon School
of Business**

**BACHELOR OF BUSINESS ADMINISTRATION
SPECIALIZATION IN TOURISM MARKETING AND MANAGEMENT
(REGULAR STREAM)**

WHAT IS THE STUDY OF TOURISM MARKETING AND MANAGEMENT?

Tourism is defined as the guidance or management of tourists, the promotion or encouragement of touring, or the accommodation of tourists. This BBA specialization at CBU studies the business of managing and marketing various tourism products including destinations, hotels, restaurants, attractions and events.

The program develops a unique skill set for Shannon School of Business students specifically interested in the tourism and hospitality industry, equipping them with a competitive advantage in the broad job market for BBA graduates.

WHY STUDY TOURISM MARKETING AND MANAGEMENT AT CBU?

- Combining specific knowledge from the tourism industry with your BBA prepares you for future management positions in this fascinating and global field. This is an education that can really take you places.
- CBU has been instructing hospitality and tourism programs for over 30 years led by knowledgeable professors who have years of industry experience.
- The Shannon School of Business maintains close ties with the local hospitality business community, bridging the gap between students and professionals, owners and managers in the tourism industry. Take advantage of this close network and gain real life experience through CBU's co-op program.

BBA Degree

This program has **two entry points, so students can start in September or January.**

TOURISM MARKETING & MANAGEMENT COURSES

- HATM 3508 Destination Marketing Management
- MGMT 4606 Tourism Management
- HATM 3505 Hospitality/Tourism Law
- HATM 1503 Restaurant Operation & Service
- MGMT 3604 Industrial Relations
- MRKT 4306 International Marketing Management
- MRKT 2301 Consumer Behaviour
- HATM 3509 International Tourism Management

CO-OP INTERNSHIP OPTION

Students are eligible to take a paid internship while completing their BBA. The internship is usually 12-16 weeks in duration allowing students to work with a mentor in the field of study while earning a wage, three credits and a competitive edge when applying for future work.

PROGRAM STRUCTURE

Students will take core BBA courses for the first two years of the program and then focus on tourism marketing and management in year 3 and year 4 during their study period in Canada.

Students will receive a 4-year Canadian university degree upon the successful completion of the program.

Attention

For those students who have graduated from an Indian educational institution with a degree in this subject area, credit recognition for your Indian courses is possible.

Please contact Chalo Canada for further details.

ADMISSION REQUIREMENTS

Applicants to the program must have completed five Grade 12 advanced or academic courses including English and Mathematics, with an overall average of at least 65%. Applicants must successfully complete the IELTS exam with a score of 6.5 band average with no individual section score less than 6.0.

CAREER DEVELOPMENT SERVICES

Career Development Services will help you prepare for a successful career. Its services include individual career counselling, resume and cover letter writing, mock interviews with feedback, graduate information, labour market information and more.

CAREERS

Tourism is one of the fastest growing and largest industries in the world. With more than 30 years of practical knowledge and experience in tourism and hospitality, CBU offers this unique concentration program to prepare students to capitalize on opportunities in this exciting, expanding industry. Careers include guest services supervisor, event planner, attractions operations manager, convention centre executive director, and accommodations service manager among others.

CBU's BBA Specialization in Tourism Marketing and Management will prepare you with the education necessary for you to achieve success in this important sector.

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Chalo Canada
Your Pathway to Canada

For more information contact:

e: application@chalocanada.ca
w: chalocanada.ca

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