

CSR Master Plan of Study

–Non-Thesis Track (30 Credits)

Year 1	Year 2
FALL	FALL
<ul style="list-style-type: none"> HTM 50700 – Integrated Marketing Communications for Service Industries 	<ul style="list-style-type: none"> HTM 51300 – Strategy in Service Industries
<ul style="list-style-type: none"> HTM 50800 – Cultivating A Service Excellence Mindset 	<ul style="list-style-type: none"> 2 Related Graduate-Level Electives (6 Credits)
<ul style="list-style-type: none"> HTM 51400 – Business Analytics for Service Industries 	
SPRING	SPRING
<ul style="list-style-type: none"> HTM 50600 – Leading People in Service Industries 	<ul style="list-style-type: none"> Elective* - HTM 51000 – Strategic Revenue Management in Service Industries
<ul style="list-style-type: none"> HTM 50900 – Service Experience Design 	
<ul style="list-style-type: none"> HTM 50400 – Consumer Behavior 	

Summer Optional

- Students of limited experience need to take 1 credit course of HTM 59001 – Graduate Professional Industry Internship.
- *Students can choose to take the one elective course either in Year 1 Summer to graduate in Year 2 Fall or in Year 2 Spring to graduate then.

This Plan of Study summary does not include any prerequisite requirement made at the time of admission or preparatory work required before any particular class offering. To graduate with this degree, students must earn a grade of no less than a B- in all required courses. Students will mark all required HTM courses as "primary" on the plan of study (ePOS). In addition, an average of 3.0 GPA is required for all Purdue courses on the plan of study (ePOS).