

HOSPITALITY MANAGEMENT

UNDERGRAD CAREER GUIDE



University of New Hampshire
Peter T. Paul College of Business and Economics

Hospitality Management Program



INTRODUCTION

The hospitality industry is a broad category of fields within the service industry that includes hotels and resorts, event planning, theme parks, marketing and sales, revenue management and pricing, and additional fields within the tourism industry. According to jobs.net the hospitality industry is growing at a faster rate than other fields and the need for qualified managerial candidates remains high. The best salaries in these businesses will go to management with an advanced degree, such as a bachelor or master's degree, in hospitality management.

Our ***Undergrad Career Guide*** details the vast array of job opportunities and career paths that best meet those demands.

Hospitality Management students at UNH can use their electives to enhance their marketability through carefully designed specializations in **Food and Beverage Operations, Lodging and Resort Operations, Event Management, Marketing and Sales Operations, and Real Estate Finance and Asset Management.**

We are the No.2 – ranked best hospitality program in New England, 26th in the U.S. Our Program is the second-oldest four-year degree program of its kind in the country and being part of it means using state-of-the-art technology, learning and practicing in the best facilities, and receiving relevant industry certifications.

YOU WILL EXPERIENCE:

- A world class education
- Personal attention and support
- Career development and placement
- Alumni engagement
- Real-world and international education experience
- Cutting-edge technology

Our program sets YOU apart from the competition and prepares you for a successful and meaningful career. At UNH, Hospitality Management is more than an area of study; it's a way of life.



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FOOD & BEVERAGE OPERATIONS

Food service managers are responsible for carrying out job duties in administration, customer service, sales and marketing, and employee management. The industry offers a wide variety of management opportunities in an assortment of establishments.



POTENTIAL EARNINGS

According to the U.S. Bureau of Labor Statistics, the median annual wage for food service managers was **\$48,690** in May 2015. The highest 10% earned more than **\$83,010**.

JOB OPTIONS

- ▶ Dining Room Management
- ▶ Food and Beverage Management
- ▶ Banquet and Catering Management
- ▶ Small Business Owner/Operator
- ▶ Sales and Marketing Management
- ▶ Multi-unit Regional Manager

CAREER OUTLOOK

With a population that continues to rise along with income levels, the demand for food & beverage service is also expected to increase. The growth of management positions in the F&B industry is expected to climb 5 percent from 2014 to 2024. Advancement within the industry exists at a variety of levels, up to general manager or owner.

FOOD & BEVERAGE OPERATIONS

SKILLS YOU NEED

Business:

- An in-depth knowledge of the entire business is essential, especially for general managers and owners.
- The ability to budget, maintain financial records, set prices and manage a staff.
- Maintain licensing and certifications.

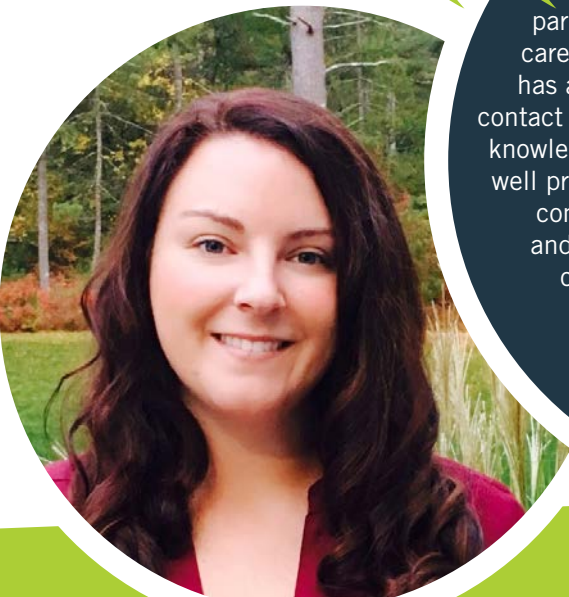
Communication and Customer Service:

- Managers must be able to communicate clearly and effectively with customers and employees.
- Establish and maintain good working relationships.
- Motivate staff and create a productive and healthy work environment.
- Know how to address and resolve the concerns of customers and build customer loyalty.



EDUCATION REQUIREMENTS

Bachelor of Science in hospitality management with an emphasis in food and beverage operations management



UNH showed me a glimpse of every facet of the hospitality industry. I was able to cultivate particular skills learned as part of the curriculum and rapidly grew my career path in restaurant management. UNH has a broad professional reach and put me in contact with great industry leaders early on and that knowledge and alumni engagement has served me well professionally. When preparing for my career, companies were all searching for students and graduates engaged in their curriculum, certified, and constantly striving to be better. As I realize now, UNH students are sought after.

Kristen Kelley, Class of 2010
General Manager,
Mammia Mia's Restaurants

LODGING & RESORT OPERATIONS

From working in a small boutique hotel to a grand lodge or resort, Lodging and Resorts managers will be able to influence the guest experience in a variety of ways. Managers make sure company standards are met, the establishment is run efficiently, the financials are in order, staff is hired and brand loyalty is built through a positive guest experience.



POTENTIAL EARNINGS

According to the U.S. Bureau of Labor Statistics, the median annual wage for lodging and resort operations managers was **\$49,720** in May 2015. The highest 10% earned more than **\$94,330**.

JOB OPTIONS

- ▶ Front Office Operations Management
- ▶ Guest Services Management
- ▶ Housekeeping Management
- ▶ Employee Relations Management
- ▶ Revenue Management
- ▶ Convention Services Management
- ▶ General Manager

CAREER OUTLOOK

The continued growth of travel and tourism has the demand for managers trending upwards. The projected growth for lodging and resort managers is 8 percent from 2014 to 2024. Advancement within the industry exists on several levels up to general manager or managing director.

LODGING & RESORT OPERATIONS

SKILLS YOU NEED

Business:

- Address budget matters and coordinate and supervise workers.
- Strong organizational skills are needed to keep track of a myriad of schedules, budgets and staffing.
- Set room rates and budgets, approve expenditures and allocate funds to various departments.
- Interview, hire, train and monitor staff performance.

Communication and Customer Service:

- Address and resolve the concerns of customers and build customer loyalty.
- Effectively communicate and find positive outcomes in even the most stressful circumstances.
- Ensure the prompt and efficient delivery of quality products and services to customers, as well as the effective recovery from any service-related issues that may arise.

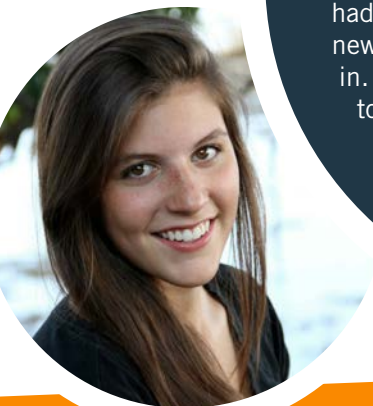


The Omni Parker House has enjoyed hosting dozens of UNH Hospitality Management student interns and hired almost that many into our management training program upon graduation. Compared to graduates of other hospitality management programs, we've found UNH students are better prepared for the rigors of our business, consistently displaying a solid work ethic and passion for the hospitality industry. Through a strong curriculum, required on-the-job experience well before graduation and UNH has produced a winning formula for both students and employers.

John Murtha, Class of 1975
Area Director & General Manager Omni
Parker House, Boston

Through the UNH Hospitality Management Program, we are continually provided opportunities to meet alumni and engage with industry professionals. In particular, for me was the Advanced Operations course where students visit the Omni Parker House in Boston. We experienced many different departments of a large scale hotel that I never would have had access to otherwise. It opened my eyes to new areas in the industry that I am interested in. Most importantly, it gave me connections to influential industry professionals and a possible career path.

Ellen Sievert
Student
University of New Hampshire



EDUCATION REQUIREMENTS

Bachelor of Science with an emphasis in lodging operations management.

EVENT MANAGEMENT

Meeting, convention and event planners are responsible for coordinating all aspects of events on a wide range of scale and scope. They are depended on to take care of the logistics, budgets and work with vendors to ensure the event meets the client's expectations.



POTENTIAL EARNINGS

According to the U.S. Bureau of Labor Statistics, the median annual wage for event management was **\$46,840** in May 2015. The highest 10% earned more than **\$82,050**.

JOB OPTIONS

- ▶ Corporate Event Planning
- ▶ Event Coordinator
- ▶ Convention Service Management
- ▶ Association Event Planner

CAREER OUTLOOK

Event management is growing faster than average for all occupations, in part, due to the increasing globalization of business. The growth for meeting, convention and event planners is expected to climb 10 percent from 2014 to 2024. Experienced event planners can eventually become high-level consultants.

EVENT MANAGEMENT

SKILLS YOU NEED

Business:

- The ability to negotiate service contracts, acquire quality products and work within the client budget.
- Attention to detail, meeting tight deadlines and the ability to plan long-term for events that may be a year out.
- Being able to think quickly and develop creative solutions to solve problems and keep the client happy.

Communication and Customer Service:

- Juggling many aspects – including the clients, vendors and staff – for an event requires excellent communication skills, both verbal and written.
- Cool under pressure. Quick decisions are often needed for changes that may come at the last minute and not always expected.
- Personality. It's the event planners who establish and maintain positive relationships with clients and suppliers. There are often a limited number of vendors in an area which can be used and will likely be needed for future events.



EDUCATION REQUIREMENTS

Bachelor of Science with an emphasis in event management and planning.



A few years after graduation I was working as an Event Manager for a hotel company in Boston when my boss left and her role of Director of Events opened up. The general manager recognized that I had an increased knowledge of food & wine and the ability to manage cross-functional teams. I learned these skills through my hands-on training in the hospitality program and they are ultimately what gave me an edge over my colleagues, and the promotion to director.

Kristin Wells, Class of 2010
Director of Events
Revere Hotels Boston

MARKETING & SALES OPERATIONS

Marketing and Sales Operations covers a broad range of responsibilities, from eCommerce to brand marketing. Managers are expected to understand the company's brand and services and where they fit into the marketplace.



POTENTIAL EARNINGS

According to Payscale.com, the median annual wage for advertising, promotions and marketing management was **\$55,088** in May 2015. The highest 10% earned more than **\$90,000**.

JOB OPTIONS

- ▶ Market Communication Management
- ▶ Corporate Sales Management
- ▶ eCommerce Management
- ▶ Social Media Management
- ▶ Revenue Management & Pricing
- ▶ Market & Customer Research & Analytics
- ▶ Brand Marketing
- ▶ Marketing Services

CAREER OUTLOOK

A more global marketplace is creating more competition and is changing the marketplace, demanding companies to understand the increasing channels to reach customers and find ways to build brand loyalty. Employment of marketing managers is projected to grow 9 percent from 2014 to 2024, faster than the average for all occupations.

MARKETING & SALES OPERATIONS

SKILLS YOU NEED

Business:

- Understanding industry trends and the ability to interpret data to target the right geographic areas and demographics.
- Develop strategies and sales goals.
- Ability to astutely choose between proposed advertising and marketing strategies.


Communication and Customer Service:

- Leading and motivating a sales team.
- Coordinating communication between internal and external teams.
- Generating new and imaginative ideas.



EDUCATION REQUIREMENTS

Bachelor of Science with an emphasis in marketing and sales management.



The UNH Hospitality Program sets their students up for continued success. There was not one day at UNH that I did not feel supported by my professors and classmates. The real life exposure and interactive class settings helped me personally grow into a confident, young business professional. I am beyond grateful for the wonderful experience the UNH Hospitality Program gave me from day one, and continues to give me as an alumni!

Carolyn Kelly, Class of 2015
Regional Sales Manager
Marriott Sales Office

REAL ESTATE FINANCE & ASSET MANAGEMENT

Real Estate Finance and Asset Managers work with and oversees assets management and real estate of lodging properties. An asset manager's primary responsibility is to supervise the assets that are owned, leased and negotiated. They have to increase the revenue and value of the asset(s).



POTENTIAL EARNINGS

According to stateuniversity.com, the median annual wage for real estate finance and asset management was **\$75,000** in May 2015. The highest 10% earned more than **\$150,000**.

JOB OPTIONS

- ▶ Hospitality Financial Consultant
- ▶ Hospitality Corporate Finance
- ▶ Hospitality Corporate Controller
- ▶ Hospitality Security Analyst/investment banking
- ▶ Hospitality Asset Manager
- ▶ Hospitality Real Estate Investment
- ▶ Real Estate Development

CAREER OUTLOOK

Employment of property and real estate managers is projected to grow 8 percent from 2014 to 2024, about as fast as the average for all occupations.

SKILLS YOU NEED

Business:

- Estimate the value of a proposed hotel using a variety of methods.
- Structure hotel investments that meet the needs of all parties.
- Evaluate a proposed franchise agreement
- Know how to analyze management contracts from owners and operators.
- Perform a market study for a particular property.
- Manage the tools of modern finance to create value.
- Create asset management plans for a property's long-term needs.
- Know the role of benchmarking in hotel asset management.
- Utilize industry-standard tools to benchmark expenses and revenues.



EDUCATION REQUIREMENTS

Bachelor of Science with an emphasis in finance and asset management.



The real life experience of the faculty and staff within Hospitality Management Program at Paul College is invaluable for students looking to take the next step in their career. Additionally, the closely knit Hospitality Management alumni community and industry partners provides graduates with endless networking and career opportunities. The curriculum and experiences clearly prepared me for success.

Emily Wilson, Class of 2010
Manager
CHM Warnick

CONCLUSION

A Bachelor of Science in Hospitality Management from UNH prepares candidates to set the career path they want to follow. Through career development, alumni mentoring and placement, you will become more competitive in the job market and prepared for a successful and rewarding career.

We are ranked 26th among the best hospitality management programs in the U.S. and No. 2 in New England and offer:

- Quality industry experiences.
- Career development workshops to develop critical professional skills.
- One on one mentoring through alumni partnership.
- Assistance with selection of the right career path.
- Network connection with seasoned alumni in top industry positions.
- Relevant industry certifications to enhance your marketability.
- 800 hours of paid formal quality work experience, including a 400 hour professional and structured paid internship.
- Near 100% placement rate.
- Starting salaries competitive to the market.

Learn more about becoming one of the best through a Bachelor of Science in Hospitality from UNH, visit paulcollege.unh.edu/hospitality-management

