

# WHAT CAN I DO WITH A MAJOR IN

# HOSPITALITY LEADERSHIP?

The **School of Hospitality Leadership** is an AACSB-accredited, industry-focused program, possibly the first of its kind in Illinois. The school offers a Bachelor of Science degree through the Richard H. Driehaus College of Business, combining business education with hospitality industry knowledge sets. Within the major there are *three concentrations* to focus studies: **Food & Beverage Management, Lodging Management** and **Event Management**. For students in other DePaul programs or majors who are interested working in the hospitality industry,

but in a different capacity, there are **four minors** available to further career aspirations: Hospitality Accounting & Management Information Systems, Revenue Management for Business Students, Hospitality Leadership for Business, and Non-Business Students. Based upon Bureau of Labor Statistics, a majority of roles in the hospitality industry have a **bright career outlook** projected through 2020.

To learn more and hear stories straight from alumni who concentrated their studies in this area visit [ask.depaul.edu](http://ask.depaul.edu) to learn more!



## SAMPLE COMPANIES

- Hilton Worldwide Hyatt Hotels & Resorts
- Marriott International
- Starwood Hotels & Resorts
- Disney Parks & Resorts
- The University Club of Chicago
- Heritage Wine Cellars
- Lettuce Entertain You
- Chicago Event Management
- Gibson's Restaurant Group

I CAN GO INTO...      AND POSSIBLY WORK FOR...      DOING THIS CAN HELP ME GET THERE...

CAREER AREAS	POTENTIAL EMPLOYERS	JOB SEARCH STRATEGIES
<b>MANAGEMENT</b>		
<ul style="list-style-type: none"> <li>• Hotel and Lodging</li> <li>• Restaurant/Food and Beverage</li> <li>• General Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Hotels and Resorts</li> <li>• Bed and Breakfast</li> <li>• Spas</li> <li>• Private Clubs and Bars</li> <li>• Cruises</li> <li>• Casinos</li> <li>• Night Clubs</li> <li>• Caterers</li> <li>• Conference Centers/Banquets</li> <li>• Sporting/Theme Parks/Festivals</li> <li>• Hospitals/Universities/Military</li> </ul>	<ul style="list-style-type: none"> <li>• Develop excellent customer service skills and learn to communicate clearly with a wide variety of people in various scenarios.</li> <li>• Work with campus catering, residence hall, hotel, or recreation center as a way to increase experience.</li> <li>• Try to improve skills and learn what is expected of a manager, like researching what's required to become an Assistant Student Manager or equivalent, and then strive to achieve that role.</li> </ul>

## POTENTIAL JOB & INTERNSHIP TITLES

- Project Assistant
- Event Planning Assistant
- Administrative Sales Assistant
- Conference Services Coordinator
- Online Marketing Manager
- Guest Services Agent
- Corporate Human Resources Manager
- Social Media and Marketing Analyst
- Meeting Planner
- Office Manager

**DEPAUL UNIVERSITY**  
CAREER CENTER



[careercenter.depaul.edu](http://careercenter.depaul.edu)

CAREER AREAS	POTENTIAL EMPLOYERS	JOB SEARCH STRATEGIES
<b>CUSTOMER SERVICES</b>		
<ul style="list-style-type: none"> <li>• Guest Relations</li> <li>• Reservations</li> <li>• Sales</li> <li>• Office Operations</li> </ul>	<ul style="list-style-type: none"> <li>• Tour Operators/Guide Services</li> <li>• Lodging/Hotels/B&amp;B/Resorts</li> <li>• Airlines/Tour/Transportation/Cruises</li> <li>• Amusement Parks/Parks and Recreation/Conventions/Sporting Arenas</li> </ul>	<ul style="list-style-type: none"> <li>• Take courses and learn another language.</li> <li>• Starting in sales or reservations are great ways to learn about the product or services provided by the organization.</li> <li>• Pay attention to details in all respects, such as being accurate with names and spelling of places.</li> <li>• Join student chapters, like American Hotel and Lodging Association, <a href="http://ahla.com">ahla.com</a>, to learn more about each industry and opportunities.</li> </ul>
<b>MEETINGS AND EVENTS</b>		
<ul style="list-style-type: none"> <li>• Convention and Trade Shows</li> <li>• Fundraising</li> <li>• Music/Entertainment</li> <li>• Sport/Athletic Events</li> <li>• Wedding/ Special Occasions planner</li> <li>• Children’s Programming/ Planning</li> </ul>	<ul style="list-style-type: none"> <li>• Large Hotels/Banquet Centers</li> <li>• Hospitals</li> <li>• Product Launches</li> <li>• Theme Parks</li> <li>• Theaters/Arenas/Stadiums/Parks</li> <li>• Large Corporations/Organizations</li> <li>• Music Festivals</li> <li>• Tradeshow</li> <li>• State/Federal/Local Government <ul style="list-style-type: none"> <li>• Tourism Offices</li> <li>• Visitor Bureaus</li> <li>• Park Systems</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Complete internships or work part-time with conference centers, banquet facilities or local hotels.</li> <li>• Develop ability to make quick and thoughtful decisions independently.</li> <li>• Develop and demonstrate good planning, organization, interpersonal and public speaking skills.</li> </ul>
<b>SALES AND MARKETING</b>		
<ul style="list-style-type: none"> <li>• Media Planning</li> <li>• Geographical Market Research</li> <li>• Consumer Marketing Research</li> <li>• Public Relations</li> <li>• Sales <ul style="list-style-type: none"> <li>• General</li> <li>• Meeting &amp; Convention</li> <li>• Travel</li> </ul> </li> <li>• Promotions</li> </ul>	<ul style="list-style-type: none"> <li>• All the mentioned employers above and more.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand data and what it conveys.</li> <li>• Prepare to work “from the bottom up” to gain industry experience and know a positive attitude is critical to any role.</li> </ul> 