



UNIVERSITY of HOUSTON

UC 9545 07F

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CONRAD N. HILTON COLLEGE OF HOTEL AND RESTAURANT MANAGEMENT

To: Joel Bloom, Chair
Undergraduate Council
From: Nancy Graves, Faculty Representative of HRM
n Graves@uh.edu 713-743-2426
Date: October 9, 2007
Regarding: Requesting approval of a minor

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The Wine & Spirits Management Institute (W&WMI) in the Conrad N. Hilton College was founded in October of 2001 at the University of Houston. In the subsequent years, the Institute in the Conrad N. Hilton College received almost \$900,000 in gifts and donations from beverage suppliers, distributors and retailers to begin a certificate program in Beverage Management and Marketing. The W&SMI in the Conrad N. Hilton College became fully operational in the Fall of 2002, and in the subsequent years, nearly 3,000 student-credit-hours (SCH) have been taught, and 56 Certificates in Commercial Beverage Management have been awarded. The distribution of students is 90% undergraduates from CNH and Bauer Colleges, 9% distributor staff, and 1% other.

The success of the Beverage Management and Marketing Certificate has now led the Conrad N. Hilton College to develop the certificate program into a minor that will be opened to all students at the University. However, since the Certificate in Beverage Management is a formal University of Houston program, we will continue to award the certificate to all students completing the Beverage Management and Marketing Minor. The financial support from the beverage industry and the 93% placement of graduates with the certificate in the beverage industry demonstrates a demand for graduates with this focus. Therefore, the Conrad N. Hilton College is requesting approval of this minor. Attached are the corresponding CBM003 forms. Below is a summary of the courses being submitted for consideration for the minor.

Table with 3 columns: Course No., Course Name, Credits. Rows include HRMA 3345, HRMA 3336, MARK 3337, HRMA 4336, HRMA 4358, HRMA 4132.

Total 16 credits

The Conrad N. Hilton College of Hotel and Restaurant Management offers a minor degree in Beverage Management and Marketing. This minor is not required of Hotel and Restaurant majors but is open to all students at the University of Houston. This minor is an option for students who would like to consider a career in the multifaceted wine and spirits industry.

### General Requirements for Minors

Students must have a UH cumulative grade point average of 2.75. This minor requires 16 hours of course work, including an internship in the wine and spirit industry. Students must complete at least 9 semester hours in advanced courses. At least 9 semester hours must be satisfied in residence. ~~Students seeking a minor in Beverage Management and Marketing must have the same grade point average as students changing their major to Hotel and Restaurant Management at the time of filling for the minor.~~

### Beverage Management and Marketing Minor

HRMA 3345: Wine Appreciation (must be legal drinking age)

HRMA 3336: Beverage Management

MARK 3337: Professional Selling

HRMA 4132: Beverage Management & Marketing Internship (must be legal drinking age)

HRMA 4336: Beverage Marketing

HRMA 4358: Alcoholic Beverage Law & Regulation