

Specialization Objectives

As a result of completing the Club Management Specialization at the University of South Carolina, the student should be able to:

- Compare the similarities between the management of private clubs with three other major industry segments in hospitality—hotels, restaurants, and resorts / timeshares
- Design a membership marketing plan for a private club that includes target market demographics, financial projections, and a prioritized annual budget for member retention
- Design industry effective menus, utilizing key components and strategies, for three different styles of dining found in private clubs
- Classify the components of each major department in a private club, and prioritize relative to management's focus
- Assess the value of employee retention programs and structured orientation / socialization / training programs in a high service environment
- Conduct structured interviews with an assigned club industry professional, who serves as the student's industry mentor
- Demonstrate negotiation skills and identify and market their personal strengths to industry

A specialization in Club Management may be obtained by the completion of 15 hours of coursework with the following courses:

- HRTM 285 Club Management
- HRTM 473 Club Cuisine
- HRTM 585 Advanced Club Management
- HRTM 495 Management Internship in a club setting

For more information concerning club management please contact:

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