HTMT 350: Hospitality & Tourism Marketing

Hospitality & Tourism Marketing is a valuable, interesting and fun class that builds upon the knowledge obtained in basic marketing courses by applying the basic concepts of the HTMT industry.

For Steve Litvin, teaching is his third career. Originally a CPA with two international accounting firms, he then became an entrepreneur, starting, with a partner, a travel agency in Phoenix, Arizona that grew to be the largest independent agency in the state. After selling the business to a New York Stock Exchange company, Steve went back to school earning his Doctor of Business Administration degree. In Charleston Steve has been very active working with city on tourism issues affecting the community. He has served on the Mayor’s Peninsula Commission, the Police Department’s Responsible Hospitality Committee and as Chair of the City Council’s Cruise Ship Oversight Committee.

Past Notable speakers:
- Director of Marketing for ExploreCharleston
- Hotel Sales Manager for a Marriott hotel
- Owner of ChubbyFish (HTMT alum!)
- General Manager of the Zak Brown Band
- A graduate working with Dr. Pepper to run their on-field promotions during collegiate football games across the country

Discover the industry through...
- the use of case studies
- in-class exercises
- hearing from guest speakers throughout the semester who will share their expertise with you!

This course has a prerequisite of HTMT 210 or permission of instructor.