

# HOSPITALITY, TOURISM, & MARKETING

One of the world's prevalent industries is the hospitality, tourism, and marketing commerce. Students within the Hospitality, Tourism, and Marketing Small Learning Community develop critical thinking and problems solving skills vital to triumph in college, career choice, and beyond. The hospitality, tourism, and marketing commerce is an attractive industry with an exhilaration and diversity for students who are mesmerized by other cultures and nations. Additionally, the industry offers an escalating variety of professional career opportunities. The HTM community provides engaging courses relevant to real life work experiences that encourage students regarding their future.

The Hospitality, Tourism, and Marketing Small Learning Community program of study prepares students for post-secondary education options in the hospitality, tourism, and marketing related majors and for any concentrated curriculum entailing a strong foundation in core subjects as social studies, mathematics, science, and language arts.

## Learning Outcomes:

- Our students will be able to...
- Define the different hospitality and tourism sectors, and how these sectors function in a global industry.
  - Apply key principles of quality customer service.
  - Integrate applications of technology with various hospitality and tourism sectors.
  - Illustrate key concepts of budgeting, cost control, and financial analysis.
  - Demonstrate key segments of marketing principles including, but not limited to, selling, distribution, product service management, promotion, pricing, and financing.
  - Develop problem solving and critical thinking skills to make sound decisions.
  - Develop interpersonal skills to collaborate with teams.

## Community Partnerships & Internships



**BARNES & NOBLE**



Georgia State University



FOUR SEASONS  
*Hotels and Resorts*

**ATLANTA FISH MARKET**

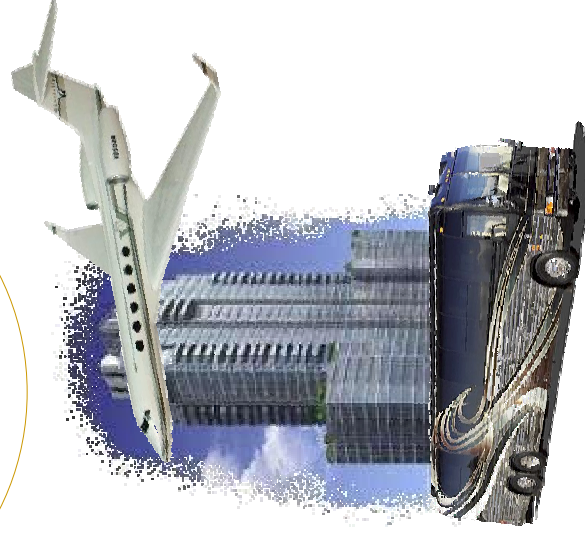


**Justin's Restaurant**



ATLANTA PUBLIC SCHOOLS

**HOSPITALITY, TOURISM, & MARKETING**  
SMALL LEARNING COMMUNITY



"A small learning community where students are enlightened and awakened to new possibilities."

**FREDERICK DOUGLASS**

**HIGH SCHOOL**

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Principal

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# FDHS

# INSTRUCTION

## FDHS History and Facts

Frederick Douglass High School (FDHS) was founded in 1968 and is one of the largest schools in the City of Atlanta. Our student body is more than 1800, and employees are more than 200. Over the past forty years, the academic environment has evolved into smaller learning communities. This major reform strategy has been implemented to increase student achievement and connect students, staff, parents, and community to the vision.

A Small Learning Community (SLC) consists of a group of approximately 350 students taught and supported by a dedicated group of teachers and staff in a small, nurturing and personalized environment. Our students were given the opportunity to select a SLC based on interest and career opportunities for the future. One of the SLC's is **Hospitality, Tourism, and Marketing.**

*"If there is no struggle, there is no progress."*

Frederick Douglass



Frederick Douglass High School Astro Park.

Teaching and learning are built on our exceptional and relevant curricular that offers personalized interactive learning experiences through differentiated and interdisciplinary lessons that meet students at their points of need.

# Rigor



# RELEVANCE



Four Seasons Executive Chef's Interactive Career Seminar with HTM Students at FDHS Hospitality Suite.

# HTM MISSION

HTM strives to prepare students for successful entry and competitive participation in the hospitality industries at local, state, and global levels via rigorous and relevant course offerings reflective of current demands in the universities and workforce.

## Why Our Academy is Right for You!

In our small learning community, students that desire opportunities to learn new skills outside of the classroom will have the option of participating in 1) community based internships, 2) job shadowing, 3) interactive career seminars, and 4) community service, and 5) dual enrollment and university experiences.

## Course of Study

HTM offers diversified curricular opportunities for college preparatory and technology-career education programs of study. Our unique courses are designed to meet specific needs of our students and are aligned with Georgia Performance-based Standards Curriculum.

### Core Courses:

Mathematics  
Science

Language Arts  
Social Studies

### Expanded Core Courses:

Food Science  
Pro Foods I & II

Introduction to Tourism  
Travel & Tourism I & II  
Marketing Principles  
Accounting I & II

Introduction to Marketing  
Communication Skills  
Travel Destination  
Nutrition & Wellness  
Money Management  
Banking  
Computer Application  
CBE Co-op OJT I & II