

HF140: Hospitality Field Experience I | Spring 2025

Purpose of this course:

- Gain industry experience
- Build skills relevant to your career interests
- Develop your job search skills
- Reflect on your recent industry experience and to plan next steps of your career

Who is ready to take this course?

- *Domestic students* enroll in HF140 AFTER they complete HF100 and their first **pre-approved** 300-hour work experience.
- *International students* who have completed HF 100 enroll in the class WHILE completing their **pre-approved** 300-hour work experience (unless work was completed in home country).
- All work experience MUST be pre-approved by SHA Career Services.
- Please complete and submit the HF140/240 pre-approval form to us **PRIOR to starting** your work experience.
- Please Note: For students participating in field experiences outside of Massachusetts, information regarding Boston University's state authorization approval and related complaint resolution processes can be found on the State Authorization and Distance Education website at [State Authorization Reciprocity Agreement \(SARA\) Complaint Process » Academics | Boston University](#).

Class Logistics:

- This class is self-paced. You must attend a MANDATORY introductory session at the beginning of the semester. Multiple sessions are offered. Please be sure you attend one of these orientation sessions. The dates/times/links will be emailed and posted on Blackboard.
- The class is 0 credits but is required to graduate. In the past, we have had students who experienced graduation delays due to incomplete work. No late work accepted.

Due Dates:

- Resume, Cover Letter and LinkedIn due **February 14th**
- Mock Interview, Dean's Lecture Series, Employer Verification Letter and 500-word Reflection are due on **March 21st**
- No late submissions accepted

Required assignments for HF 140:

- Submit your **resume**
- Submit your **cover letter**
- Submit link/URL to your completed **LinkedIn profile**
- Complete a **mock interview** with a guest employer at SHA (scheduled by SHA Career Services). Then, write 3 "**takeaways**" from your experience. Additionally, you must submit a copy of your **thank you note/email** you to the employer thanking them for the mock interview experience

- Attend **Spring 2025 Dean's Distinguished Lecture Series**. Upload one speaker event you attended, and we will check the attendance sheet to verify
- Submit **Employer Verification Letter** stating you completed 300-hours, dates of employment
- Submit **500-word reflection**

Additionally, **you MUST book an appointment with Maureen Ricciuti or Andrew Dwyer to review your resume, cover letter and LinkedIn profile**. Maureen or Andrew will provide personalized feedback on your portfolio in this required appointment. You will not pass the class unless you book a time to meet with Maureen or Andrew.

How to Schedule an Appointment with SHA Career Services using Handshake:

From your Handshake profile page, click on "Career Center" on the left side of the page. On the next screen, click on "Schedule a New Appointment". Next, select "SHA: Career Advising" and click on the type of appointment you want ("HF140/240 Portfolio Review"). You will then be able to select the date and time you want to meet and with whom (Maureen or Andrew).

Please note we keep metrics on our appointments (volume, type, no-shows) so please use Handshake when scheduling an appointment with Andrew or Maureen.

Scroll down for sample resume, cover letter and samples of how your assignments should be presented/submitted on Blackboard.

Please do not email assignments to SHA Career Services staff. Upload them to Blackboard.

PLEASE SCROLL DOWN FOR SAMPLES OF HF140 ASSIGNMENTS

MICHAEL LUI - SAMPLE RESUME

(617) XXX-XXXX | Boston, MA | student@bu.edu | linkedin.com/mikelui12

EDUCATION

Boston University, Boston, MA
Bachelor of Science in Hospitality Administration
Honors: Dean's List Spring 2022, Fall 2022

Expected Graduation: May 2024
GPA: 3.5

EXPERIENCE

InterContinental Boston, Boston, MA
Sales & Marketing Coordinator

May 2022 – August 2023

- Served as point of contact for clients and communicated with them by phone and email to respond to inquiries regarding property facilities/services (e.g. hours of operation, rates and room types, packages, promotions, and special events)
- Gathered materials and assembled information packages including brochures, promotional materials, sales demo kits, welcome kits and souvenir kits
- Generated leads through internet prospecting, networking, and telemarketing to maximize revenue

The Cornell Club, New York, NY
Sales Intern

Summer 2022

- Worked directly with Director of Marketing to assemble food and beverage menus
- Monitored the club's presence on Twitter and LinkedIn, resulting in 75% increased interaction with followers
- Developed relationships with club members and worked within a prestigious organization

The Westin Newport, Jersey City, NJ
Marketing Intern

Winter 2021

- Created marketing promotions and specials for lunch and dinner dining
- Constructed Microsoft Excel spreadsheets to track sales and other projects

ACADEMIC PROJECTS

Boston University, Boston, MA
Hospitality Marketing Capstone Project

- Developed and pitched a marketing campaign for a brand-new hotel to a classroom of my peers

EXTRACURRICULAR ACTIVITIES

SHA Student Government, *Treasurer*

Fall 2022 – present

- Submit budget and funding requests, oversee all financial transactions

SKILLS

- Language: Korean (Fluent) & French (Intermediate)
- Proficient in Google AdWords, WordPress, Microsoft Office, social media platforms

RESUME BEST PRACTICES

- Tailor the resume and use the keywords used in the job posting
- For internships and entry-level positions, keep to 1 page
- Make sure information is organized, clear, and easy to find
- List positions most relevant to the job – not every single job in your history
- Your resume is your professional brand on paper. What does your current resume say about you?
- Ask a colleague, friend, or career coach to proofread your draft
- Highlight the transferable skills from non-hospitality experiences on the resume to show the relevance (i.e. Demonstrated strong customer service and care for clients and their families as an assistant at a residential care center for the elderly)
- Feel free to include academic projects or coursework from SHA that proves you possess skills necessary for a particular job
- After applying online, follow up with contacts in your network to make sure the application is considered
- Write about past positions in the past tense.
- With bullets, let the numbers do the talking when possible (Exceeded sales goals by 20% in 3 months, Handled transactions over \$2500 per shift, etc....)

COVER LETTER SAMPLE

Deborah Zhou
Corporate Director of Marketing Communications
Hilton Worldwide
123 Fourth Drive
Austin, TX 82736

August 1, 2024

Dear Ms. Zhou,

I was delighted to see the Marketing and E-Commerce Internship with Hilton Worldwide posted on Handshake. My interest in hospitality marketing and previous internships in hotel management have provided me with the skills necessary to succeed in the role.

This past summer, I completed a full-time internship with InterContinental in Boston, contributing to their online marketing department and working extensively with the company's online content management program. My individual contributions include modifying metadata to improve search engine rating and conducting quality assurance of keyword buys, increasing the hotel's visibility across search engines and social media platforms.

As part of my coursework for a Strategic Marketing class I took through my academic program at the School of Hospitality at Boston University, I completed a project in Hotel Strategic Brand Management on Hilton's brand expansion on emerging markets. My familiarity with and respect for your brand drives my desire to become a part of the organization and contribute my ideas.

I look forward to discussing your specific needs in more detail and sharing how I can be an asset to your Marketing and Communications team. I can be reached by phone at XXX-XXX-XXXX or by email at student@bu.edu.

Thank you for your consideration.

Best Regards,

Student Name

LinkedIn Profile

*Link to Dylan Shaw LinkedIn URL: <https://www.linkedin.com/in/dylan-shaw-527a4318a/>

Dean's Distinguished Lecture Series

You will find a link to the list of speakers, dates, and RSVPs at this link:

<https://www.bu.edu/hospitality/events/conferences/deans-distinguished-lecture-series>

SAMPLE:

I attended the DDSS presentation this semester:

- Greg Jones, CEO, Aramark on February 12, 2024, at SHA
- Mindy Jensen, President, XYZ Hospitality Group on March 2, 2022, at the Computing & Data Sciences Building at BU on March 2, 2024

OR

I attended by Zoom these 2 presentations this semester:

- Greg Jones, CEO, Aramark on February 12, 2024
- Mindy Jensen, President, XYZ Hospitality Group on March 2, 2024

500 Word Reflection on Work Experience

Please submit your response to the following questions:

1. What did you learn about yourself and the industry from this work experience? What surprised you?
2. What went well during this experience? What aspects did you find challenging? Did this work experience expose any strengths or weaknesses you have as a professional? Please share one strength and one weakness and examples on the job to demonstrate both.
3. Would you recommend this employer and site to another SHA student in the future? Feedback will be kept anonymous and not shared with employers.
4. What is next for you? After this experience, will you continue to gain more experience in this area of hospitality, or will you explore a different segment of the industry?

Mock Interview

I completed my mock interview at SHA with Robin White, Director of Human Resources at the Langham Hotel in Boston on 10/17/2023. My 3 takeaways from the mock interview include:

1. I tend to speak quickly and fumble when I am nervous. During my next virtual interview, I am going to mentally prepare myself with breathing exercises and put a post it by my laptop that says, "slow down." I am going to really take the time to make a good first impression.
2. In my interview, I stated that I really wanted the position and would be willing to work for any salary they offered me. Toby talked to me about how this would not be advantageous to say in a real interview. I should wait for the hiring manager to mention compensation and try to negotiate if/when appropriate.
3. Toby suggested that since I have no work experience in the marketing field, I should talk about my "real world" marketing project for my advanced marketing course to show that I have worked with real clients under professional circumstances. I will be sure to bring up my marketing project when applying for entry-level marketing jobs and/or internships.

Thank You Note

Dear Ms. White,

I wanted to follow up and thank you for your time and feedback yesterday during the Mock Interview experience at SHA. It was a pleasure meeting you and learning about career opportunities at the Langham Boston. I will consider your feedback, specifically your tip to slow down and connect with my interviewer instead of letting my nerves run the interview.

Your valuable advice will help me be more confident in my next interview when the stakes are higher.

Thank you!

Best,

Meg

Employer Verification Letter

This is a letter written by the employer on company letterhead

Company Letterhead/Logo Here

Must include supervisor's name, contact information

Company

Company Address

Phone Number

Date

To Whom It May Concern:

John Smith has been employed by (COMPANY NAME HERE) as a (YOUR POSITION HERE) Marketing Intern from (DATES YOU WORKED). During that time, he/she/they completed (NUMBER OF HOURS) of work. It was a pleasure working with John.

Sincerely,

(Supervisor's signature)

Supervisor's Name

Supervisor's Title

Supervisor's contact info email/phone/address