ACADEMIC CATALOG
2026-2027



MIDWAY
UNIVERSITY

Midway University Course Catalog - Bourbon Studies

Table of Contents

Bourbon Studies....2
Bourbon Studies Minor....2
Requirements....2
Bourbon Studies....3

Bourbon Studies

Bourbon Studies Minor

Type: Minor

The Bourbon Studies program serves as non-branded education that supports the full scope of the bourbon industry.

Requirements

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 18

Minor Requirements

TEM 460 - Bourbon Tourism Industry Analytics - 3 hours

TEM 476 - The Bourbon Experience and Hospitality - 3 hours

TEM 482 - Destination Branding and the Bourbon Experience - 3 hours

TEM 487 - Event Management and the Bourbon Experience - 3 hours

Choose Two of the following courses

MCO 220 - Advertising and Brand Promotion - 3 hours

MCO 301 - Public Relations - 3 hours

MCO-400 - Product Merchandising and Sales Strategies - 3 hours

MCO 405 - Internal Brand Communication - 3 hours

TEM 450 - Equine Tourism - 3 hours

TEM 480 - Special Topics - 3 hours

TEM-490 - In process

Bourbon Studies

Last updated: 02/20/2026

Midway University
512 E. Stephens Street, Midway, KY 40347
1.800.952.4122