



### **What is STS Marketing College™?**

Since its inception in 1992, the Southeast Tourism Society Marketing College has hosted the Southeast's tourism professionals, for one week, each year, at the University of North Georgia. Students participate in a curriculum of courses designed to teach marketing techniques from all facets of the tourism industry. Marketing College professors are industry-related professionals from across the U.S., noted as experts in their field, who bring a working-knowledge of current trends, data and implementation for tourism and travel. Upon completion of the three-year Marketing College curriculum students receive a Travel Marketing Professional (TMP) certification.

### **Why STS Marketing College™?**

Marketing College is the premier program for the Tourism Industry as there is no other program like it in the United States. The program has graduated nearly 1,000 Tourism Marketing Professionals (TMP). Ask anyone who has attended and they will confirm how valuable of an investment it is, not only for their region but also for their career. With industry leaders sharing the latest trends, topics and real-world applications, it is easy for one to return home and immediately begin implementing what they have learned. As one attendee said, "This is more than just marketing". They are correct. Networking, friendships, and ideas are created amid a gorgeous backdrop of the north Georgia mountains.

### **How long does it take to be a TMP?**

This is a three-year program and while the years do not have to be sequential, it is strongly encouraged due to the networking and bonds of friendship that are built within your first year.

### **Where is STS Marketing College™ and how do I get there?**

STS Marketing College is held annually on the campus of the University of North Georgia in Dahlonega, Georgia. North Georgia is composed of breathtaking mountain views, colorful sunsets, distinct wineries and the tallest cascading waterfall in the Southeast (Amicalola Falls).

Hartsfield-Jackson International Airport (ATL) is 75 miles from downtown Dahlonega (a 90 minute drive with no traffic). Another airport option is the Chattanooga Metropolitan Airport (CHA) in Tennessee. It is about 100 miles from downtown Dahlonega (or a 2 hour drive)

### **What are my lodging options?**

Tuition options include housing in the on-campus dorms at Patriot Hall or you can elect to stay in a hotel, motel or cabin.

**Dorms:**

Dorms at Patriot Hall are nice. Each attendee has their own bedroom with a bed, closet, desk and chair. You share a sink/shower/bathroom with one other attendee. You have the ability to lock your bedroom door and the restroom is located in a common space, with a door that leads to the main hallway.

**Would I be the only one staying in the dorms?**

“Dorm Life” at Patriot Hall has proven to be a great outlet for additional networking among the attendees. Very similar to what one would have experienced attending college, the dorms help solidify new friendships among attendees. More than half of Marketing College attendees choose to stay in the dorms. Not only is it budget-friendly but it’s actually fun! If you have a spouse or pet attending with you, we ask that you please elect to stay in a hotel or other off-campus lodging.

**What to pack when staying in the dorms?**

Bring Twin Bed Sheets (extra-long), Sleeping Bag or Extra blanket(s). Some like to pack an egg crate for extra cushion but a sleeping bag between the sheets and mattress works well, too. Pillows, fan (for white noise or to stay cool), desk lamp/clip light, flip flops, bath towels/hand towels, soap, toiletries, snacks/bottled water. There is a community kitchen off the main lobby and if you forget anything there is a Wal-Mart nearby.

**Is there Wi-Fi on campus?**

Yes. A password will be supplied upon arrival.

**What is a First Year vs. Second Year vs. Third Year student?**

A First Year Student is literally just that; you are attending Marketing College for the first time, same for second year and so forth. You must attend all three years to receive a TMP certification

**What happens if I attend the First Year and cannot attend the Second Year?**

That is okay! You are able to return to Marketing College as a Second Year student whether it be the following year or a year or two later. There is not a set timeframe for completion though it is definitely more fulfilling if you can attend all three years in a row.

**Are meals included?**

The only meal you will be responsible for is dinner on Thursday evening. Breakfast and lunch are served at the campus dining hall. A wide variety of options are available and they are also able to work with special dietary restrictions.

### **What are the Alumni Courses?**

It doesn't have to end after you graduate as a TMP! There have been actual tears shed upon completion of Marketing College. Two classes, all-day sessions, are offered each year and attendees have the option to attend one or both. Class topics change each year.

### **Do you have a class for Festival & Event Planners?**

In 2010, Southeast Tourism Society added a Festivals and Events Track for those that not only promote their destination but are also left to plan the details.

The First Year F&E Track is a half-day session that takes place on Wednesday afternoon. For general MC attendees Wednesday afternoon is "free time" so you will not miss out on any additional Marketing College Classes.

For Second Year F&E students, sessions are held all-day on Wednesday, so you do miss out on the general classes, for Marketing College, on Wednesday morning but you are "excused" from them being you must attend all of the Festivals and Event sessions to receive the additional certification.

Third year students, complete their general MC classes on Wednesday morning and Festival and Event sessions follow on Wednesday afternoon and all day on Thursday. You do not miss any general Marketing College sessions.

### **What topics are discussed for Festival & Event Planners?**

First Year: Topics include a general overview as well as sponsorship/ideas

Second Year: Operations/Logistics, Sponsorship, Entertainment/Stage management

Third Year: Detailed Logistics: Tents, Toilets, Fire Code/Safety, Merchandising, Foods/Health Department, Public Relations and Sponsorship.

### **What should I take to class?**

When you check-in on Sunday, you will receive a notebook that contains your schedule, classes, speaker bios, etc. Bring your favorite writing utensil, a water bottle and jacket (in case the A/C is working hard that day). 10-15 minute breaks will be given hourly throughout the day.

### **Are all classes mandatory or do I pick and choose?**

Yes, all classes are mandatory. It is imperative you attend all of the classes to achieve qualifications for graduation. If an emergency occurs, please speak with a member of the STS Staff.

### **What is required to graduate as a Tourism Marketing Professional?**

In addition to attending three years of Marketing College, the third year students are required to complete two projects prior to spring graduation. Details will be given to you during your third year of Marketing College.

### **Where does graduation take place?**

The annual STS Spring Symposium hosts the Marketing College Graduation at a special luncheon during the conference.