

2017 CURRICULUM

YEAR 1

- Tourism 101: A Comprehensive Study of Tourism
- Branding & Its Unique Application to Communities
- Top Trends in Travel & Tourism
- Secrets of Travel Packaging Success
- Marketing vs. Advertising
- Using National & State Data
- Selling for Success
- Integrated Tourism Marketing Online | Offline
- Public Relations 101
- DIY (Do-it-yourself) Research
- Working with International Travelers
- Demystifying Economic Impact
- Inquiry to Fulfillment to Conversion to Database
- Creating a Perfect Tourism Brochure

YEAR 2

- Community & Destination Board Leadership
- Age to Affinity- New, Emerging Tour & Travel Market
- Profiles & Conversion Study
- Content is King- Telling the Your Destination Story
- Humanizing the Customer Experience
- Social Media
- Federal Tourism Policy
- Marketing vs. Advertising 102
- User Friendly Guide to Tourism Research
- Demystifying Economic Impact
- Multi-Channel Marketing
- Press Tour
- Generational Marketing
- Destination Branding
- Working with Your Hotels & Attractions

YEAR 3

- Google Analytics Boot Camp
- Research & Your Attractions
- Working with Millennials
- Big Data
- Data to Strategies
- Experiential Tourism

FESTIVAL & EVENTS TRACK

YEAR 1

(Wednesday Afternoon)

- Events Overview
- Event Revenue Ideas

YEAR 2

(All Day Wednesday)

- Event Operations and Logistics
- Managing Talent and Entertainment
- 12 Steps to Sponsorship Success

YEAR 3

(Wednesday Afternoon & Thursday)

- Sponsorship 2.0 (Pricing & Personalities)
- Mastering Sponsorship
- Public Relations & Crisis Management
- Collecting Attendee Demographics/Intercepts
- Case Studies

"It is so important that every, and I mean EVERY, sized tourism related employer send their employees to attend this fantastic educational opportunity. Why? Because the students that graduate are happy to change the world, sure, but there is no way they will be satisfied with just that."

**Garrett Teams, Dalton Downtown Development Authority
Dalton, Georgia**

"I again want to thank you for the great week STS hosts with Marketing College. I have been in the business for over 18 years and this was the most valuable education I have ever received."

**Karen Hibbard, VP Manhattan CVB
Manhattan, Kansas**

"The content for each class session was prepared in a real world-takeaway-I got this- context. The professors were top notch – best practice experts. Wow, awesome professional growth and development program."

**Mary Catherine Slack
Moorefield MS & HS
Moorefield, West Virginia**