



FAQ

What is STS Marketing College®?

Since its inception in 1992, Southeast Tourism Society's Marketing College has hosted travel and 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. To date, the program has graduated more than 1,000 TMP.

Why STS Marketing College®?

Marketing College is the premier program for continuing education in the tourism industry. It's an investment not only for your region but also for your 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 friendships 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, which is what the majority of attendees do being you have your own bedroom and share a bathroom with one other person. If you prefer, you can also register under the "no room" option and stay in a hotel, motel or cabin in which you would book and pay on your own.

Dorms:

The dorms are newer vs. older. 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” 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 do I pack to stay 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. Some of the beds sit a little higher off the floor so a mini step-stool (one or two step) would be an added bonus for yourself. Most of the dorms have a community kitchen and if you forget anything there is a Wal-Mart nearby.

Can I request a roommate?

If you are traveling to Marketing College with a friend and would like to room with them, you can request this upon arrival during Sunday’s registration (when we give you your keys and room assignment) *Please note we cannot accommodate co-ed roommates.

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 – they even have Hibachi! (where you can select your carb, protein and veggies and they will cook it onsite for you). Another favorite is the soft-serve ice cream machine. The dining hall is also able to work with special dietary restrictions. And don’t even get us started on the snacks you will have between meals/classes – so good!

Can my spouse or children attend any of the classes or events?

We know some of our attendees like to bring their family with them during this time but an attendee's registration fee covers solely their own classes and meals for the week. Our events are also not catered for anyone under the age of 21 so we ask that attendees refrain from bringing any children to scheduled events. If you have a specific question/concern in relation to this please feel free to discuss with Suzanne aka "Momma Moon" in our office at 770-542-1523.

What are the Alumni Courses?

It doesn't have to end after you graduate as a TMP! (Actual tears are shed upon completion of Marketing College). Two classes, each lasting two days, are offered and alumni have the option to attend one or both. Class topics change each year. The Festival and Events Track is also available to Alumni as well as current students.

What is the Festival & Events Track?

In 2010, Southeast Tourism Society added a Festivals and Events Track.

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 normally wrap up classes by 2pm on Thursday). You do not miss any general Marketing College sessions. *Please note, if you are registered for the Thursday/Friday alumni classes, you will not be able to register for the Third Year Festivals and Events Track or vice versa being they occur at the same time on Thursday.

Upon completing all three years, you receive a Certificate of Achievement at the next STS Marketing College Graduation Ceremony.

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: Copyright/Trademark law, Data Collection/Surveys//Demographics, Sponsorship & Case Studies

What should I take to class?

When you arrive to class on Monday, a notebook that contains your schedule, classes, speaker bios, etc. will be waiting for you. 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.

What is on the flash drive?

The purchase of a flash drive is optional but many of the attendees prefer to have their STS Marketing College notebook in digital form. It contains the presentations of all the classes you attended during the week of STS Marketing College. If you ordered a flash drive, it will be available for pick-up during registration on Sunday.

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 Travel Marketing Professional?

In addition to attending three years of Marketing College, a third-year student is required to complete two projects prior to the Marketing College Graduation luncheon at STS Connections. Details will be given to you during your third year of Marketing College. Upon completion of your last day of Marketing College, as a third-year student, you have about nine months to complete your projects (Example: If May 2019 was your third year at Marketing College – Your projects would be due by February of 2020)

Where does graduation take place?

STS Marketing College Graduation is held at a special luncheon during STS Connections (The annual meeting of STS) The 2020 STS Connections dates and location will be announced in March 2019. Details will be posted at SoutheastTourism.org

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