



JUNE 13-18, 2010

TEXAS STATE UNIVERSITY

SAN MARCOS, TEXAS

Be a part of the inaugural class of the Southwest Marketing College.

Tourism professionals from across the Southwest will convene for one week on the campus of Texas State University for an intensive curriculum of tourism marketing courses. This

is designed as a 3-year program, with returning students taking 2nd and 3rd year classes in consecutive years. Southwest Marketing College professors are experienced industry professionals who bring a wealth of knowledge and expertise to the classroom. The schedule is packed from start to finish with classes, discussion groups and networking events. See reverse side for more details.

Sample topics to be covered in coursework:

- Social Media
- Marketing and Advertising
- Hospitality Excellence
- Branding for Communities and Organizations
- Travel Packaging for Success
- Trends in Travel and Tourism
- Government and Community Relationships and Partnerships
- Group Tour Marketing
- Public Relations
- Successful Selling
- Press Tours
- Research
- Inquiries: Fulfillment, Conversions & Databases
- Measuring Economic Impact
- Grants and Partnerships for Tourism Development
- Brochures and Collateral Material

Who should attend?

Any person involved in travel, tourism, hospitality, recreation or a related field who wants to get better at what they do and improve their potential for career advancement. Whether you have been in the job for a week or several years, the Southwest Marketing College is a great way to begin or strengthen your knowledge of sales, marketing, communications and related subjects.



SOUTHWEST MARKETING COLLEGE

SCHEDULE OVERVIEW (Subject to change)

Sunday	Registration from 3pm-5pm	Opening reception/dinner from 6-8pm
Monday	Class from 8am-5pm	Evening event/dinner from 6:30-8pm
Tuesday	Class from 8am-5pm	Free evening, dinner on your own
Wednesday	Class from 8am-noon	Free afternoon and evening, dinner on your own
Thursday	Class from 8am-5pm	Evening event/dinner from 6:30-8pm
Friday	Class from 8am-noon	Closing ceremonies/photos

The free afternoons and evenings will allow registrants to visit local restaurants, shopping and attractions on their own. TTIA will provide discounted admission and coupons for a variety of area attractions.

A registration packet with course titles, speakers and a detailed schedule will be available soon. Register now to receive the earlybird rate.

CONTACT INFORMATION

Name: _____ Job Title: _____

Organization: _____

Email Address: _____

Mailing Address: _____

Phone: _____ Fax: _____

- Register me now (complete sections below) I'm interested, please send me more information.

TUITION

Register by March 31, 2010 to receive the earlybird rate. Tuition includes books and materials, a single occupancy room in the dormitory, breakfast and lunch in the campus dining hall, and dinner on nights with evening events.

	<u>Earlybird</u>	<u>Regular</u>
TTIA Member:	<input type="checkbox"/> \$850	<input type="checkbox"/> \$950
Non-member:	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,150

- If staying off-campus, check here and subtract \$150 from the rate above = Total _____
If you choose this option, you will be responsible for obtaining your own housing during the conference, however meals are still included. We will provide a list of area hotels upon request.

PAYMENT: **Check enclosed:** Check # _____

Send me an invoice. **Pay by credit card:** VISA MASTERCARD AMERICAN EXPRESS

Card Number: _____

V-code: _____ Exp. Date: _____

Signature: _____