



June 4-9, 2023
Macon, Georgia

What is Marketing College?

Since its inception in 1992, Southeast Tourism Society Marketing College has hosted tourism professionals, for one week each year, to provide a unique continuing education program for the travel and tourism industry. Member states include participation from individuals in AL, AR, DC, FL, GA, KY, LA, MO, MS, NC, SC, TN, VA and WV.

During the program, students will attend lectures and discussion groups, and have one-of-a-kind networking opportunities throughout the week. Courses are designed for both new and established tourism professionals and consist of an array of industry-specific topics that include market research, product development, economic impact, advocacy, and branding. 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. Courses will be held at Mercer University in Macon, Georgia in June 4-9, 2023.

Upon completion of the three-year Marketing College® curriculum, (not necessarily in consecutive years, though STS does recommend it), students receive a Travel Marketing Professional (TMP) certification, presented at a special graduation ceremony at STS Connections.

This week-long program teaches attendees real and relevant techniques for marketing their destinations, including the latest trends and how to apply them in the real world. Those students who attend Marketing College for three years earn Travel Marketing Professional (TMP) certification.

The scholarship will cover registration, lodging, transportation and meals (per diem).

Qualifications:

- Applicants must have at least two years of experience working in the tourism industry.
- Applicants must be tourism industry professionals within Alamance County.

Visit Alamance
STS Marketing College – June 4-9, 2023
Macon, Georgia
2023 Scholarship Application



Eligibility Requirements

- **Applicant must be currently employed in the travel & tourism industry within Alamance County.**
- **Applicant must be able to show financial need.**
- **Applicant must provide one letter of recommendation from a senior level position within your organization and one letter of recommendation from within your community.**

A. Professional Data

Name: _____

Organization: _____

Business address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Email: _____

Current position within organization: _____

Employment Start Date: _____ Supervisor: _____

Supervisor Email & Phone: _____

Essay Submission:

- **Prepare a brief autobiography describing academic or professional strengths/challenges and career objectives.**
- **A statement of intent to include your reasons for applying for this scholarship and how this scholarship and attending Marketing College will help further your career.**
- **Please include reason(s) for financial aid.**

Thank you for your interest in Marketing College. All questions pertaining to your scholarship application should be addressed to Grace VandeVisser 336-570-1444 or by email to grace@visitalamance.com. Application and supporting materials must be received by **March 3, 2023**.

Please return application and supporting material to:
Grace VandeVisser, Visit Alamance, 200 S. Main Street, Burlington, NC 27215 / grace@visitalamance.com
Scholarship recipients will be notified of their selection no later than **March 17, 2023**.