



Resort Management

A Program of Study Offered Through

The Florida State University
Dedman School of Hospitality

May 6 - August 20, 2012



Location:

EMERALD GRANDE™
at
HARBORWALK™
VILLAGE

Destin, Florida



PROGRAM OUTLINE

The Florida State University, a recognized leader in tourism and hospitality management, will host a summer internship program leading to a concentration in Resort Management.

The 12-credit hour curriculum will be administered by Dr. Mark A. Bonn, the Dedman Professor of Services Management.

PROGRAM PARTICIPATION

This program is designed to serve two major groups: (1) full-time hospitality majors and/or College of Business students at FSU seeking to fulfill internship requirements; and (2) other non-FSU college students (especially those in residence at properties in and around the surrounding area) who would like to earn academic credit from Florida State for use as transfer credit at their home institutions.

FULL-TIME FSU STUDENTS

By agreement with the program partners, students are placed into paid internship positions to study resort and condominium management. The appointment includes a salary per hour based on a 40-hour work week. Lodging is provided at the rate of \$75/week per student. Accommodation fees will be deducted directly from each student's weekly pay check by the resort. Acceptance into the program includes a mandatory 12-semester hour course work requirement. Specific credit courses are outlined in further detail in this brochure. Managers from various properties will be available for guest lectures to complement classes taught by FSU faculty; these classes will be held on Sundays and Mondays.

NON-FSU PARTICIPANTS

Credit: Non-FSU students are invited to participate in the credit classes taught in the area upon approval of the Resort Management Director, Dr. Mark Bonn, at (850) 644-8244. Each class carries three semester hours of regular undergraduate credit and is transferable to many colleges and universities across the nation. For students not majoring in Hospitality, "HFT 3941: Internship in Resort Management" can be taken for a maximum of 12 credit hours. We recommend you check

with your individual school to confirm transferability. Pre-registration is required by March 15, 2012. Please return the attached form to the Program Assistant.

GENERAL INFORMATION

The Florida State University's heritage of service and scholarship began in 1857. Since then, it has evolved into a comprehensive research institution offering undergraduate, graduate, advanced graduate and professional programs of study conducting extensive research and providing service to the public. The University's primary role is to serve as a center for advanced graduate and professional studies while emphasizing extensive research and providing excellence in undergraduate programs.

COLLEGE OF BUSINESS

The College of Business at The Florida State University offers a variety of curricula placing emphasis upon education of the student for the growing responsibilities in business, government and society. Because of the large demand for these programs, the number of admissions has been limited to approximately 2,800 undergraduate business majors at the junior/senior level.

DEDMAN SCHOOL OF HOSPITALITY

The Florida State University's Dedman School of Hospitality was established in 1947 in recognition of the demand for professional preparation in the hospitality and tourism fields. Located in the College of Business, the School is recognized as one of the premier national and international programs of its kind. The curriculum offers specialized courses in areas including: Environmental Tourism Management, Resort Management, Operations & Development, Professional Golf Management, Hospitality Services Marketing and Research, and Convention Services & Event Management.

CREDIT CURRICULUM

Core Curriculum

The following courses constitute the Summer 2012 core curriculum for the Florida State University Dedman School of Hospitality program of study in Resort Management.

HFT 3941: Internship in Resort Management **6 hours**

An internship program in resort management providing on-the-job management experience in some phase of resort management. All internships involve rotation through various resort departments. Internships are customized based upon student and property needs. Typical internships may involve experiences with the following: front desk, reservations, sales, marketing, housekeeping, special events, guest services, golf club operations, recreational activities, food and beverage operations, conference and meeting services, and business administration. Participants will take two 3-semester hour Internship classes.

HFT 3270: Resort Operations **3 hours**

Study of hotel, motel, resort, condominium, and other types of lodging operations including functional department organization, operation, quality service and systems. **This course may be used to fulfill the requirements of HFT 4253: Lodging and Luxury Hotel Management.**

HFT 4930: Special Topics: Resort Marketing **3 hours**

This class examines the roll of Marketing applied specifically to the resort management industry. Topics include marketing mix, market segments, special events, interactive/social media, communications and advertising, recreational services, guest relations, and services marketing as applied to the resort industry. **This course may be used to fulfill the requirements of HFT 4502: Hospitality Services Marketing & Research.**



APPLICATION PROCEDURE

FSU Students

All interested students are required to submit a completed application form, a 1 page resume and a completed Personal-ity Inventory by March 15 to the Program Assistant, Alishia Piotrowski, at ahpiotrowski@fsu.edu or in person to UCB 4107 or (850) 644-8245.

Non-FSU Students

Acceptance to the program is on a space-available basis. Please call ahead to register your intentions to take the program. Contact the Program Assistant, Alishia Piotrowski, at ahpiotrowski@fsu.edu or (850) 644-8245.

FEES

FSU students

The fee for FSU students participating in the program is \$2,500. There is a \$400 non-refundable deposit payable to FSU through the Center for Academic & Professional Development due by March 15, 2012. Books for each class are additional. The remaining balance and final payment is due at the beginning of classes and will be paid directly through FSU Student Financial Services according to their payment deadline. Financial Aid Recipients must contact Charlotte Garcia, at csgarcia@campus.fsu.edu or (850) 644-3640.

Non-FSU Credit Students

Tuition for the summer program is \$2,500. There is a \$400 non-refundable deposit payable to FSU through the Center for Academic & Professional Development due by March 15, 2012. Books for each class are additional. The remaining balance and final payment is due at the beginning of classes and will be paid directly through FSU Student Financial Services according to their payment deadline. A late payment fee of \$100.00 will be assessed after April 15. The location of all classes will be determined by the program director.

Methods of Payment

We accept Visa, MasterCard, American Express, personal check, company purchase orders (billed immediately), and cash. Payment may be made online once you are registered: <http://fees.fsu.edu> (\$7 service charge). Contact Charlotte Garcia, at csgarcia@campus.fsu.edu or (850) 644-3640 for more information.

STUDENT HOUSING

Students will need to arrange for their own accommodations. A list of properties with negotiated rental rates will be provided.



RESORT MANAGEMENT
May 6 - August 20, 2012 • Destin, Florida
Application for Program Admission

Name	FSUSN#
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Address

City	State	Zip
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Daytime Phone	E-mail
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Major

There are four options to fulfill the 12 credit hour requirement. Please select one of the following registration options:

- ☐ 12 credit hours of HFT3941: Internship in Resort Management
- ☐ 9 credit hours of HFT3941: Internship in Resort Management and
3 credit hours of HFT3270: Resort Operations
- ☐ 9 credit hours of HFT3941: Internship in Resort Management and
3 credit hours of HFT4930: Special Topics: Resort Marketing
- ☐ 6 credit hours of HFT3941: Internship in Resort Management;
3 credit hours of HFT3270: Resort Operations and
3 credit hours of HFT4930: Special Topics: Resort Marketing

Mail or FAX form to:
Alishia Piotrowski, Program Assistant
The Florida State University
Dedman School of Hospitality
288 Champions Way, UCB 4107
Tallahassee, Florida 32306-2541
FAX (850) 644-5565