



# Resort & Vacation Rental Management

*A Program of Study Offered Through*

Florida State University  
Dedman School of Hospitality

**May 6 - August 16, 2020**



*Location:*  
Destin, Florida



## PROGRAM OUTLINE

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

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

## PROGRAM PARTICIPATION

This program is designed to serve two major groups: (1) full-time FSU students 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.

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.

## NON-FSU PARTICIPANTS

Credit: Non-FSU students are invited to participate in the credit classes taught in the area. 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 **April 24, 2020**. Please return the attached form to:

**Alishia Piotrowski**  
**apiotrowski@dedman.fsu.edu**

## GENERAL INFORMATION

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.

## DEDMAN SCHOOL OF HOSPITALITY

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. This independent 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
- Hospitality Services Marketing and Research
- Convention Services and Event Management

## CREDIT CURRICULUM

### Core Curriculum

The following courses constitute the Summer 2020 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 and condominium management providing on-the-job 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.

#### **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 3515: Resort Marketing and Social Media - 3 hours**

This class examines the roll of Marketing applied specifically to the resort and condominium 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.

#### **HFT 4471: Managing Revenues and Expenses - 3 hours**

This course is designed to provide students with an understanding of financial analysis so that decisions within the operation can be evaluated. Techniques used in maximizing revenues, controlling costs, and analyzing financial statements, productivity, and ratios are explored within the hospitality industry.



## APPLICATION PROCEDURE

### FSU Students

All interested students are required to submit a completed application and a 1-page resume to the Program Assistant Alishia Piotrowski at [apiotrowski@dedman.fsu.edu](mailto:apiotrowski@dedman.fsu.edu) or in person in UCB 2204 She can also be reached at (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 [apiotrowski@dedman.fsu.edu](mailto:apiotrowski@dedman.fsu.edu) or (850) 644-8245.

## FEES

### FSU students

The fee for FSU students participating in the program is \$3,000 plus FSU fees. There is a \$400 non-refundable deposit payable to FSU through the Center for Academic & Professional Development due by April 24, 2020. 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 Sheila Bagley, at [sbagley@fsu.edu](mailto:sbagley@fsu.edu) or (850) 644-7551.

### Non-FSU Credit Students

Tuition for the summer program is \$3,000 plus FSU fees. There is a \$400 non-refundable deposit payable to FSU through the Center for Academic & Professional Development due by April 24, 2020. 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 May 25.

### 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> (non-refundable convenience fee will be applied to all cc transactions). Contact Sheila Bagley at [sbagley@fsu.edu](mailto:sbagley@fsu.edu) or (850) 644-7551 for more information.



## STUDENT HOUSING

Housing is provided for students but there is limited availability. If a student needs to arrange their own accommodations a list of properties with negotiated rental rates will be provided.

# RESORT MANAGEMENT

May 6- August 16, 2020 • Destin, Florida

Application for Program Admission

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Name

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FSUSN# or Outside School Name

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Address

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City

State

Zip

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Daytime Phone

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E-mail

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Major

Please initial the box next to each class you would like to be enrolled in. You should register for 12 credit hours. If you have already taken these courses, or have questions about the courses required, please contact Alishia Piotrowski at [apiotrowski@dedman.fsu.edu](mailto:apiotrowski@dedman.fsu.edu).

- 6 credit hours of HFT3941: Internship in Resort Management
- 3 credit hours of HFT3270: Resort Operations
- 3 credit hours of HFT3515: Special Topics: Resort Marketing and Social Media
- 3 credit hours of HFT4471: Managing Revenues and Expenses

Mail or scan form to:

Alishia Piotrowski, Program  
Assistant Florida State University  
Dedman School of Hospitality  
288 Champions Way, UCB 2204  
Tallahassee, Florida 32306-2541  
Fax: (850) 644-5565  
[apiotrowski@dedman.fsu.edu](mailto:apiotrowski@dedman.fsu.edu)