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CRACCHIOLO RECEIVES TRAVEL MARKETING CERTIFICATION
Students study three years to earn a Travel Marketing Professional Certification

JACKSON, Miss., September 19 -- Mary Cracchilolo, manager of the Mississippi Development Authority's Gulf Coast Tourism Office, received the Travel Marketing Professional (TMP) certification at a special graduation ceremony during a recent Southeast Tourism Society (STS) membership meeting.

For one week each year, tourism industry professionals meet on the campus of North Georgia College and State University for the Southeast Tourism Society (STS) Marketing College. Students who successfully complete three years of study receive their TMP certification.

At the college, students experience a broad-based curriculum of courses designed to teach marketing techniques from all facets of the tourism industry. Marketing College professors are working, experienced professionals from across the United States, who not only bring expertise, but real-world knowledge and experience, to the classroom.

"Marketing College continues to help my staff refocus on why we do what we do and reinforces how to make a difference for our cities and make tourism stronger for our state," said Darienne Wilson, Mississippi Development Authority's director of tourism. "Continuing education is an important part of the mission of the Mississippi Development Authority. I am proud that Mary has attained this level of success."

The Marketing College continues to gain notoriety and draws support from both the public and private sector. Mississippi was the first state travel office to award scholarships, thus inspiring industry professionals to take advantage of this unique opportunity. To date, 70 individuals have received their TMP certification.

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