



# ***THE MEMPHIS CONNECTION***

International Summer School July 7-28, 2019

Each day at the University of Memphis provides new opportunities not only to learn, but to experience. The UofM International Summer school provides a one-of-a-kind opportunity to learn and explore the city's legacy in music, sports, hospitality and more. Students can choose from one of five modules for the summer session.

Modules offered include: Hospitality and Resort Management; Intensive English; Sports Management; Memphis Music, and Healthcare Administration. The 3-week program costs \$2,500 USD and includes program lectures, site visits, textbooks, accommodations, 3 daily meals, airport transfer, and plenaries.

# MODULE DESCRIPTIONS

## Memphis Music

Participants will explore Memphis' rich musical legacy and its significance in US history and culture. Major landmarks and museums will serve as your classroom as you learn about the different forms of music such as blues, jazz, soul, gospel, rock and rap music that have shaped this city. Field trips for this course will include Graceland, the Stax Museum, Rock and Soul Museum, and Sun Studio.

## American Sports

Participants will examine issues of global sport business, marketing and media, tourism, event management, popular culture and policy through formal lectures, experiential learning and site visits to companies involved in the management of global sports products. Memphis is an ideal location to examine American sports. It is home to several professional sport teams including the NBA Memphis Grizzlies, the MiLB Memphis Redbirds, the USL Memphis 901 FC, and the AAF Memphis Express.

## Intensive English

Participants of this module will learn strategies for communicating in English. Students will practice informal conversations on personal topics and current events to gain fluency and confidence. This course is designed for participants who want to attend a US university or interested in study abroad. The goal will be to help students thrive in academic study.

## Hospitality and Resort Management

Faculty from the Kemmons Wilson School of Hospitality at the University of Memphis will deliver this module through lectures, practical training courses and visits to hotels, tourist and cultural attractions in Memphis and surrounding cities. The Holiday Inn Hotel on campus and will serve as the primary learning environment for participants. Lectures will cover a range of topics including culinary tourism, hotel operations, sustainable tourism, consumer behavior, commercial and recreational management.



**Apply online by April 15, 2019**

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