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Use your creativity to create and promote travel narratives centered in one of the most celebrated tourism cities in America.

Each week discuss trends, learn from, share ideas, and network with some of the best travel minds in the business.

About the class

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As a longtime editor and writer for National Geographic Travel, instructor Andrew Nelson has been introducing students to the power of storytelling in placemaking both at Loyola University New Orleans and the College of Charleston. His colleague Kimberly Connaghan was the publisher of Traveler, Nat Geo’s travel magazine.

HTMT 310-03 has students conducting research to create narratives on social media to introduce Charleston’s many stories to targeted audiences including writers, photographers and marketing professionals from National Geographic, the Wall Street Journal, and Disney!

Must have completed HTMT 210 or have instructor's permission to enroll in course!