ACADEMIC CATALOG
2026-2027



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Course

TEM 482 - Destination Branding and the Bourbon Experience

For the bourbon industry, this course considers place branding from a tourism planning perspective. Consideration is given to how bourbon tourism can be organized among discrete organizations to create unified image, consistency, valuation, and co-branding structures to attract business, leisure travelers and individual/family entities.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0
Lab hours: 0.0

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