



Summer 2010 Innovative Month Announcement

Business of Gaming in Las Vegas

Age Requirement: 21 and up

For information please contact: Dr. Ken Hunt, 247-7182
hunt_k@fortlewis.edu, Education Business Hall 150

June 7 - July 2, 2010: Summer Session II

MK 364 Business of Gaming (4 credit hours)

REGISTRATION DEADLINE: March 1, 2010

CE In-state tuition rate applies for all Students (\$140 per credit hour)
Native Tuition Waiver applies for qualified Students

- **Fixed Costs: \$710 (Pay at FLC Cashier Window)**
(Includes: Tuition for 4 credits, lodging, share of instructor's expenses, and contingencies, paid to *Fort Lewis College* at the Cashier's window)
\$150 non-refundable deposit – due Immediately upon Application
\$560 tuition costs – due April 23, 2010
- **Out-of-Pocket Costs: \$350 (Best Faith Estimate)**
Student will pay for transportation to Las Vegas, meals and lodging.

TOTAL Estimated Expense: \$1,060

Does NOT include entertainment or spending money in Las Vegas.

During three weeks of on-campus classes followed by a tour of Las Vegas, students will investigate the history of gaming in the United States and abroad, and will study the history of Las Vegas. The importance of gaming as a business and tourist attraction will be explored and students will be exposed to probability theory for a better understanding of how the odds of winning always favor the casino. The different games of Las Vegas will be examined and related to the probability theory to concretely demonstrate how the odds of winning favor the house. The sociology of gambling will be studied, including gambling as an addiction. Finally, the business and marketing of gaming will be studied, with specific focus on target market identification, market segmentation, product differentiation, and consumer behavior as it relates to gaming and the promotion of gaming. Please call Dr. Hunt to register and/or for more information.

Contact Dr. Hunt TODAY!
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