CONVENTION AND MEETING PLANNING
3 Credit Hours

HMS 220.501
Course Syllabus
Spring 2018

Instructor: Donna J. Fickes, Ph.D.
Office: Human Sciences North 106C
Office Phone: (936) 468-2130
Office Hours: Mondays, 9am – 11am; Tuesdays, 9am – 12pm.

I will be available to answer emails during office hours.

If you would prefer to visit in person, or via Skype or Blackboard Collaborate, please email 24 hours in advance to make arrangements.

Email: fickesdj@sfasu.edu

Preferably, use D2L to send emails related to the course. If D2L is unavailable, send email to fickesdj@sfasu.edu and include “HMS 220” somewhere in the subject line.

Department: Hospitality Administration, School of Human Sciences

Class Dates: January 16, 2018 – May 4, 2018

Class Day and Time: Online via D2L

Class Location: Online via D2L
Course Information

Prerequisites
There are no prerequisites for this course.

Course Description
Three semester credit hours (lecture). This course provides an introduction to conventions, meetings, and the trade show industry; emphasis on working relationships with associations, meeting planners, and the travel and tourism industry. The role of convention services and the responsibilities for management are addressed.

Course Goals

Program Learning Outcomes
1. Resource Development: The students will demonstrate the use of appropriate technology and sustainability in the hospitality industry.
2. Professional Behavior: The student will exhibit the professional behaviors (strong communication skills, a professional image, a good work ethic, and adequate preparation for employment in his/her specific discipline) expected in the fields of Human Sciences and Hospitality.
3. Key Competencies: The student will demonstrate competence in his/her specific discipline using oral and written forms. The student will also demonstrate competence in calculating, interpreting, and understanding ratios, financial statements, and budgets related to the hospitality industry.
4. Service Attitude: The student will demonstrate a positive service attitude.

Course Objectives (Student Learning Outcomes)
This course is designed to provide students with a basic understanding of cost control activities within the hospitality industry. Upon completion of this course, students should be able to:
1. Explain the purpose of convention and meeting planning. Assessed by assignments, quizzes, and case study analysis.
2. Identify trends impacting the convention and meeting planning industry. Assessed by reflections and assignments.
3. Demonstrate the systems approach of studying convention and meeting planning. Assessed by written papers, and assignments.
4. Describe future challenges and opportunities the convention and meeting planning industry is facing. Assessed by assignments, quizzes, and case study analysis.
5. Evaluate career prospects in the convention and meeting planning industry. Assessed by written papers and case study analysis.
Course Materials

Required Text:
Professional Meeting Management: A Guide to Meetings, Conventions, and Events (6th ed.)
Author: Kendall Hunt; Professional Convention Management Association (2015)
ISBN: 9781932841978

Required Technology:
This course will be delivered online. Course content is delivered through the university’s Learning Management System (LMS), D2L. Each student is required to have access to a computer with internet capabilities in order to access the course online. Each student is also required to have a working, university (sfasu.edu) email account.

As a student of Stephen F. Austin State University, you have free access to this course’s D2L site. You will need to access the course regularly throughout the semester.

Assignments for this course will be submitted electronically through D2L. Some assignments may require audio files. Students must have a working computer microphone or the ability to add audio to files on their computer to complete these assignments. Files with audio are submitted as PowerPoint files. All other submitted files must be in PDF or Word format.

Technical Support
If at any point during the course you experience technical difficulties in D2L, contact Andra Floyd, head of the SFASU D2L support team, by email (afloyd@sfasu.edu) or phone (936-468-1919) for technical help. Andra is an expert at helping faculty and students solve technical difficulties in D2L. You may also wish to let your instructor know of your difficulties.

Student Conduct
Netiquette
Netiquette refers to “Network Etiquette”. It is the way one should behave when sending email, posting to threaded discussions, or chatting online.

Here are some basic rules to help you get the most out of your online learning:

• ALL CAPS IMPLIES THAT YOU ARE SHOUTING - Please do not do this!
• Watch your “tone” - it’s written, not verbal communication. It can be very easy to misinterpret someone’s meaning online.
• Check your spelling - Always!
• Make your messages easier to read by making your paragraphs short and to the point.
• Never “say” anything that you would not want posted on the wall of a face to face classroom, because it could be!
• Behave as you would in a face-to-face classroom.
• Remember there is a real live person at the other end reading your posts and email. Treat them with respect.
• Foul language, insults and harassment are not tolerated (just as it would not be tolerated in a face to face classroom).
• Think about what you have written before you submit it.

**Student Code of Conduct: Policy 10.4**
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program. Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave the class and may be subject to judicial, academic or other penalties. This policy applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA (936-468-2703). More information regarding the program can be found at [iCare](#).

**Coursework**

**Getting Started:** The ‘Getting Started’ materials will be available on D2L. Successful completion of ALL activities will allow you to earn points toward your final grade.

**Exams:** Students will take four exams throughout the course, one of which is considered the final exam (non-cumulative). These exams will be administered on D2L. Exams are designed to be completed individually. Any assistance with exams, human, text, or technological, is unacceptable.

**Quizzes:** Quizzes will be administered on D2L. Quizzes are designed to be completed individually. Any assistance with quizzes, human, text, or technological, is unacceptable.

**Individual Journal Activities:** These activities utilize a personal journal in which you will communicate directly with your instructor. Your thoughts and comments are shared only with the course instructor.

**Class Discussions:** These forums are used to generate discussion between you and your fellow classmates.

**Individual Assessment Activities:** This individual assignment is a written assignment. Spelling, grammar, and proper format required.

**Cvent Certification:** Students are required to fulfill the requirements for Cvent Certification (at no additional cost).
**LiveText Statement:**
This course DOES NOT use LiveText. The LiveText data management system collects critical assessments for students who are Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges seeking educator certification through the Perkins College of Education. If you have questions about obtaining or registering your LiveText account, call ext. 1267 or e-mail SFALiveText@sfasu.edu. Once LiveText is activated, if you have technical questions, call ext. 7050 or e-mail livetext@sfasu.edu.

**Grading and Assessment Policy**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting Started Activities</td>
<td>25 points total</td>
</tr>
<tr>
<td>13 Individual Journal Reflections</td>
<td>15 points ea./ 195 points total</td>
</tr>
<tr>
<td>7 Class Discussions</td>
<td>20 points ea./ 140 points total</td>
</tr>
<tr>
<td>4 Quizzes</td>
<td>25 points ea./ 100 points total</td>
</tr>
<tr>
<td>1 Individual Assignments</td>
<td>40 points total</td>
</tr>
<tr>
<td>Cvent Certification</td>
<td>100 points total</td>
</tr>
<tr>
<td>4 Exams (includes Final Exam)</td>
<td>100 points ea./ 400 points total</td>
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</tbody>
</table>

**TOTAL COURSE POINTS** 1000 POINTS

**GRADING SCALE:** A=1000-900pts. (90%) B=899-800pts. (80%) C=799-700pts. (70%) D=699-600pts. (60%)

**Guidelines for Evaluating Students in the Hospitality Administration program:**
What is an ‘A’ Student?
- Consistently goes above and beyond what is required in the experience
- Displays initiative
- Looks up information before asking questions
- Contributes meaningfully to the class
- Acts enthusiastic, even when he/she does not feel that way
- Is open to criticism without getting defensive
- Does not act like a “know it all”
- Displays maturity
- Is proactive – does not wait to be told to do everything; takes care of things before they become problems
- Displays common sense
- Has strong “people skills”
- Is flexible
- Stays until the job is finished
Every student should not expect an ‘A’! It is the student who displays the above characteristics, as well as sound technical ability and theoretical knowledge, who receives the “excellent” grade.

A grade of ‘B’ or ‘C’ should not be perceived as failure. A grade of ‘B’ means “good” or “above average” and a grade of ‘C’ means “average”. Not everyone is an “outstanding” student, and that is okay.

Grades of ‘D’ or ‘F’ are appropriate when a student does not meet basic requirements, does not know basic information, and/or does not display a basic level of skill or knowledge.

Extra credit is NOT guaranteed! However, if there are opportunities they will be made available to the entire class. If a student is unable to participate in an extra credit opportunity it is NOT the Instructor’s responsibility to make accommodations for that student.

Please remember, grades are earned, not given. YOU are responsible for your grades!

Withheld Grades: Policy 5.5
At the discretion of the instructor of record, and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e., Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Course Timeline and Due Dates
Please see the Course Timeline on D2L for a schedule of all due dates and times.

Deadlines Policy
In this course you are part of an active community of learners, and as such, meeting the due dates and deadlines is extremely important. You are expected to keep an eye on the Course Timeline and to complete work on time. If, due to unforeseen circumstances, you feel you need a brief extension on any due date, please contact your instructor 2-3 business days ahead of time to discuss alternate arrangements.

Late Work: Late work is not acceptable. Grading of assignments and assessments that are submitted after the due date and time or submitted improperly (i.e. through email) is at the discretion of the instructor.
Make-up Work: Missed assignments due to instructor-approved emergency, religious observance, or school-related travel will be re-scheduled by the instructor only after proper documentation as to the nature of the emergency, observance, etc., has been provided by the student PRIOR to missing class. In the case of religious reasons or university-approved activities, at least seven (7) days’ prior notice to the instructor will be required. All approved make-up work must be submitted within seven (7) days of the original due date.

Program Information

James I. Perkins College of Education (PCOE)
The James I. Perkins College of Education (PCOE) includes the Departments of Elementary Education, Human Services, Kinesiology and Health Science, and Secondary Education and Educational Leadership, and the School of Human Sciences. Each offers programs of study in educator certification as well as in various non-teaching programs.

The mission of PCOE is to prepare competent, successful, caring, and enthusiastic professionals dedicated to responsible service, leadership, and continued professional and intellectual development. Additional information about the Vision, Mission, and Core Values of the college can be found at PCOE.

Hospitality Administration
The Hospitality Administration program at SFASU is poised to attract students, to enhance university visibility, and to prepare students to compete in the 21st century. Specific objectives of the Hospitality Administration major are to:

1. prepare individuals for entry-level employment in the vast hospitality industry
2. deliver an academic program that attracts non-traditional, male and minority students as well as traditional students seeking an education at SFA
3. meet needs of students desiring an academic area that prepares for multiple types of employment, flexible scheduling and mobility, and to
4. provide industry with well-prepared, qualified personnel.

The goals of the courses offered by the Hospitality Administration program at SFASU, and this course specifically, support the goals of PCOE by:

• Preparing leaders in the hospitality industry and tourism field. As one of the largest industries in Texas, the hospitality industry needs competent and skilled leaders. Students in this course will become familiar with the conventions and meeting planning segment of the hospitality industry.

• Providing a variety of teaching venues incorporating the latest technologies to a range of diverse student interests, backgrounds, and aspirations. Students in this course will be exposed to online resources relevant to the course.
• Collaborating with external partners to enhance students’ knowledge, skills, and dispositions, and to influence the ongoing exchange of ideas for mutual benefit. This course utilizes outside resources to enhance the curriculum.

• Engaging in outreach services. Each student in this course will have an opportunity to contribute to the hospitality field through research and learning activities.

• Conducting research to advance knowledge and to contribute to the common good. Team projects, research activities, and reflection papers expose students in this course to the study of hospitality research.

Course Survey
Near the conclusion of each semester, students in the College of Education electronically evaluate courses taken within the COE. Evaluation data is used for a variety of important purposes including: 1. Course and program improvement, planning, and accreditation; 2. Instruction evaluation purposes; and 3. Making decisions on faculty tenure, promotion, pay, and retention. The course evaluation process is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the COE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

Resolving Student Grievances
Should a student encounter an issue in this, or any, PCOE course, the following chain of authority should be followed and not circumvented:

1. Contact the instructor and attempt to resolve the issue.
2. If the student is uncomfortable discussing the issue with the instructor, the student should contact the Department Chair of Hospitality Administration, Dr. Chay Runnels and/or the Director of the School of Human Sciences, Dr. Lynda Martin.
3. At this point, if the issue remains unresolved, the student should contact the Interim Associate Dean for Student and Faculty Services in the College of Education, Dr. Stacy Hendricks.
4. If the problem that has to do with being a student at Stephen F. Austin State University or should the student be dissatisfied with the outcome of discussions with the above authorities, the student may visit the Dean of Student Affairs, Dr. Adam Peck in room 3.105 of the Baker Patillo Student Center, or call 936-468-7249.
University Information

Attendance Policy
For the purpose of this class, only the following will be considered an excused absence. Other absences may be excused at the discretion of the instructor.

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<tr>
<th>Excused Absences</th>
<th>Make-Up Requirement</th>
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</thead>
<tbody>
<tr>
<td>University-related event with letter of proof provided 7 days in advance (athletic event)</td>
<td>All graded content submitted within 7 days of approved absence.</td>
</tr>
<tr>
<td>Observance of Religious Holy Day with letter provided 7 days in advance (see below)</td>
<td>All graded content submitted within 7 days of approved absence.</td>
</tr>
</tbody>
</table>

Observance of a Religious Holy Day:
1. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20.

2. A student who intends to observe a religious holy day should make that intention known in writing to the instructor seven (7) days prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within seven (7) days after the absence.

Class Attendance and Excused Absence: Policy 6.7
Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Students missing classes, other than university-sponsored trips, may contact the Office of Student Rights and Responsibilities (OSRR) and request that an absence notification be sent to the instructor(s). The notification is not an excuse, and is not evaluated by OSRR. The notification is only provided as a courtesy to the student and the student's instructor(s). Students remain responsible for providing documentation in a timely manner to the instructor for each absence. The instructor determines whether such documentation is satisfactory. Whether absences are excused or unexcused, a student is still responsible for all
course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

Please Note: Unsuccessful completion of this class or course completion of less than 60 percent of the semester may result in repayment of all or part of your student financial aid. Also, students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA (936-468-2703). More information regarding the program can be found at iCare.

**Academic Integrity**
Academic integrity is a responsibility of all university faculty and students. Please ensure that all work you post or submit is your original work, and that any material belonging to others is properly cited according to our discipline’s manual of style (APA).

Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism

**Student Academic Dishonesty: Policy 4.1**
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:

- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:

- submitting an assignment as one’s own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one’s paper or presentation without giving the author credit.
For additional information about academic dishonesty, please read and abide by the complete university policy at SFASU Academic Dishonesty Policy.

Accommodations for Participants with Disabilities
Your instructor, in conjunction with SFASU’s Center for Teaching and Learning, have made every effort to ensure that the materials in this course are accessible for all participants. However, if you require accommodations due to a disability, please contact your instructor directly in the first week of the course, if not sooner, to make the necessary arrangements.

Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325 (936-468-3004) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations.

For additional information, go to SFASU Disability Services.

STUDENT GUIDANCE FOR EMERGENCY SITUATIONS

Evacuation:
1. Calmly and quietly walk to the nearest exit.
2. Do not use elevators.
3. Follow instructions of emergency personnel, i.e. policemen or firemen.

Fire:
1. If it is safe to do so, activate the closest fire alarm.
2. Evacuate to the designated evacuation area.
3. Call 9-911 and report the location and nature of the fire.

Flood:
1. Do not enter any flooded area. i.e., basement, first floor, vaulted area, etc.
2. Minor Flooding: Call the Physical Plant and report the location and nature of the leak.

Medical Emergencies:
1. Dial 9-911 and report the nature of the illness or injury and the location of the emergency.
2. Stay with the victim until help arrives if there is no immediate danger to yourself.

Tornado or Other Weather Threat Alarms
1. Take cover at the lowest level of the building. If an underground shelter is not available, move to an interior room or hallway on the lowest floor and get under a sturdy piece of furniture. Avoid places with wide-span roofs such as auditoriums, cafeterias or large hallways.
2. Stay away from windows.
3. If outdoors take cover, if possible, inside a building. If shelter is not available or there is no time to get indoors, lie in a ditch or low lying area or crouch near a strong building.
4. After the tornado passes, remain alert for signs of additional tornados and or flash/flooding.

**Violence on Campus**

1. Report any suspicious behavior or threats of any sort to your supervisor or instructor as soon as possible.
2. Do not attempt to resolve violent outbursts or outrageous acts of behavior yourself. Report such incidents to your supervisor or instructor as soon as possible. If violent activities are occurring immediately call 9-911 and report them to emergency personnel.
3. At the scene of any violent incident, attempt to move to a secure area as soon as possible and follow the instructions of the emergency personnel who respond to the incident.