Instructor: Dr. Gina Fe G. Causin
Office: 106A HMSN
Office Phone: (936) 468-1411
Other Contact Information: 4502
Course Time & Location: M: 4:00 pm-6:30 pm; 102 HMSN
Office Hours: M: 12:00-1:30 pm; TR: 2:00-4:00 pm
Credits: 3 credit hours
Email: causingf@sfasu.edu via D2L (preferred)

Prerequisites: Junior Standing

I. Course Description:

The management and operation of events, design, marketing, and promotion efforts. Identifying sponsors, marketing to attendees, exhibitors, and other participants.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):

The mission of the College of Education is to prepare competent, successful, caring and enthusiastic professionals dedicated to responsible service, leadership, and continued professional and intellectual development. The goals of this course support the goals of the COE by:

- Preparing leaders in the hospitality and tourism field. As one of the largest industries in Texas, the hospitality industry needs competent and skilled leaders. The students will become familiar with the different aspects of the Meetings, Events, Expositions and Technology (MEET) industry in the course.

- Provide a variety of teaching venues incorporating the latest technologies to a range of diverse student interests, backgrounds, and aspirations. Students will be exposed to online resources such NBC Learn, webinars and others that are relevant to the course.

- Collaborate with external partners to enhance students’ knowledge, skills, and dispositions, and to influence the ongoing exchange of ideas for mutual benefit. Outside resources will be utilized to enhance the curriculum of this course through the utilization of guest speakers.

- Engage in outreach services. Each student will have an opportunity to contribute to the hospitality field through service learning component activities. Activities can be events around town and/or university where students are to work three 2-hour shifts to fulfill the requirements.
• Conduct research to advance knowledge and to contribute to the common good. This will be done through case studies, research and reflection papers.

**Hospitality Administration Program Learning Outcomes**

**PLO 1 – Resource Development:** The students will demonstrate the use of appropriate technology and sustainability in the hospitality industry.

**PLO 2 – Professional Behavior:** The students will exhibit the professional behavior (strong communication skills, a professional image, a good work ethic, and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences and Hospitality.

**PLO 3 – Key Ratios:** The student will calculate, interpret and understand key ratios, financial statements and budgets, related to the hospitality industry.

**PLO 4 – Service Attitude:** The student will demonstrate a positive service attitude.

**Student Learning Outcomes**

At the completion of this course students will be able to:

- Develop skills needed to be an event manager.
- Develop creative theming ideas to use for events.
- Take an event from beginning to end and then analyze the successes and failures of the event post-production.
- Differentiate among a variety of event promotion strategies.
- Analyze the effectiveness of event promotion strategies.
- Create promotional plans for a variety of events.
- Design an event sponsorship prospectus.
- Plan, implement, take down and evaluate a fundraising event.

III. Course Assignments, Activities, Instructional Strategies, use of Technology:

**Course Participation**

Students will be required to attend each week’s class meetings; read the required readings and handouts; take four exams; complete quizzes and class assignments as directed; contribute to a group project and group paper; work on the online activities; prepare for the technology certification exam and write a final report. Participation and attendance are critical to the success of this class and will be used to help determine the final grade.

**Instructional Strategies:**

Lectures, interactive open discussions, videos and guest speakers will comprise the presentation of course content. Students will be called on to answer questions, explain material and provide relevant examples. Students will also have a group project due during the semester that will take them through the planning of a proposed event and the presentation of that proposal.
Desire2Learn
D2L will be used for the content of the course, to post grades, to post notes and assignments, and to make any announcements/notifications. Your success in this course will depend upon your ability to check D2L regularly for any updates and announcements.

IV. Evaluation and Assessments (Grading):

Determination of Grade:
In general, students can determine their standing in the course throughout the semester by keeping track of points on each assignment. Students can also access their grade and points for assignments by using their SFASU D2L account. If a student has questions regarding an earned grade on an assignment or need clarification regarding a grade, they should come to see the professor during office hours or should make an appointment to see the professor to discuss their questions. Grades will not be discussed during class hours.

If there is an opportunity to complete extra credit, the professor will announce it during class time to give opportunity to all students to be able to get an extra credit.

Attendance and Professionalism (200 points)
Attendance will be taken every class period. For every missed class period, a student will lose attendance and professionalism points. When a student misses class, it affects the professionalism grade. Excused attendance includes: ailment with Dr.’s Note; death in the family; participation in conferences/trips approved by the school; and other official school travels. There is no make-up for missed attendance and professionalism points. Students are expected to be professional and respectful in the classroom environment. Discourteous or offensive behavior directed toward the professor/instructor, students or others will not be tolerated. Examples of such behavior include, but are not limited to:

- Bullying or berating others
- Physical or verbal intimidation, such as shouting or angry outbursts directed toward others
- Derogatory verbal or physical behavior, such as name-calling
- Directing profanity toward others
- Behavior that has the effect of humiliating others
- Mobbing
- Other unprofessional or inappropriate behavior

Discourteous or offensive behavior also includes written or electronic communication, as well as group behavior (e.g. "mobbing") which has a negative impact on the classroom and/or on others ([https://www.pcc.edu/hr/contracts/behavior.html](https://www.pcc.edu/hr/contracts/behavior.html)).

Mini Events: Diversity, Festival & National (150 points).
Students are required to complete three mini-events namely: Diversity Conference, Nacogdoches Film Festival and Texas National Competition. Students will work in various capacity on the mentioned events. They are expected to produce a contract and banquet event order (BEO) for these events. A full report for each event are required and due by April 30th. Details of these events will be available in D2L.
**Fundraising Event Project: Hospitality Shindig (150 points)**
The class will plan and implement a fundraising event in collaboration with the hotel Fredonia and the Catering Class. The students are required to work the event from inception, actual implementation to post event evaluation. The details for this team project will be posted in D2L. Check D2L for the project guidelines. Project report is due on April 30th.

**Exams (150 points):**
Students’ performance will be evaluated through 3 exams. Paper-based or Internet-based exams will be given on the date on the syllabus unless prior approval is received by the professor due to emergency situations. No make-up exams will be given with the exception of serious illness or emergency. The professor must be contacted regarding such an emergency prior to the exam, and will follow SFASU policies regarding if the situation was indeed of a warranted, serious nature. All situations will be subject to proof of acceptable documentation from the student to the professor.

A make-up exam is not guaranteed and is subject to the above-mentioned review by the professor and, if necessary, the administration. If an exam is not taken, the student will receive a zero on that particular exam. There will be no make-up exams given for unexcused absences. Excused make-up exams will be given on the day scheduled by both professor and student right after the student comes back to class.

There will be three exams. All exams may be multiple choice, true/false, or short answer in format. Cell phones will not be allowed to be used as a calculator for the exams…please bring a 4-function calculator on exam days in order to use it for the exam, in case it is needed.

**Service Learning Component (must complete 6 hours of volunteer work to fulfill requirement (50 points)**
To prepare competent professionals for a global society, the faculty of the hospitality program had implemented a service learning component across multiple courses. Students are required to sign up for APPROVED events outside of class time to fulfill this component. Hours will be documented by both the student and the approved site supervisor. Failure to complete six hours of service learning will result in no points awarded. This is an “all or nothing” assignment.

Students must document all the hours that they have completed, verified and signed by the supervisor using the log sheet provided by the professor in D2L. Once the students have completed 6 hours of service learning activities, scan the completed log sheet and submit it to D2L Dropbox.

Additional information will be given in class for specific event times and dates. This service learning opportunity will expose students to the important cross-cutting themes within the Body of Knowledge of Human Sciences. These themes include: communication skills, critical thinking, diversity, global perspectives, professionalism, independence and community development.
NOTE:

Since this is a senior-level course, it is assumed that you are to write in the professional manner with correct grammar, sentence usage and spelling. For every paper/project that you submit, points will be deducted for any violations.

Tutors are available for assistance through academic Assistance and Resource Center (AARC) located in the Steen Library.

Netiquette: All work, including emails, assignments, and discussion boards must abide by “netiquette” rules. Professional and appropriate language, grammar, spelling and syntax must be used in all communications. Be respectful to your classmates and professor. Do not use “IM-style” writing at ANYTIME. Grades will reflect your level of professionalism.

ALL e-mails must contain grammar, spelling, and sentence structure. No ALL CAPS, run-on sentences, texting-type or IM-type of writing will be accepted. Improper e-mails will be returned, unanswered. This is a university-level course and students must use professional emails in preparation for future management positions.

Grading Requirements

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (3 x 50 points)</td>
<td>150</td>
<td>21.00%</td>
</tr>
<tr>
<td>Attendance &amp; Professionalism</td>
<td>200</td>
<td>29.00%</td>
</tr>
<tr>
<td>Service Learning</td>
<td>50</td>
<td>8.00%</td>
</tr>
<tr>
<td>Mini Events: Diversity, Festival, National</td>
<td>150</td>
<td>21.00%</td>
</tr>
<tr>
<td>Fundraising Event: Hospitality Shindig</td>
<td>150</td>
<td>21.00%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>700</td>
<td>100.00%</td>
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</tbody>
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Grade Distribution

A = 630-700 points
B = 560-629 points
C = 490-559 points
D = 420-489 points
F = Less than 420 points

There are enough assignment and exam points to GREATLY impact your grade. The grade you receive is the grade you will have earned. This is a university course and will be graded as such.
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 on own before asking questions of staff
  - Contributes meaningfully to the faculty
  - ACTS enthusiastic, even if he/she does not feel that way at the time
  - Is open to criticism without getting defensive
  - Does not 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.
  - Has good verbal and written communication skills
  - Is willing to risk failure in order to learn something new
  - Displays common sense
  - Has strong “people skills”
  - Is flexible
  - Stays until the job is done – is NOT a “clock watcher”

Every student should not expect an “A”! It is the people who display the above characteristics, AS WELL AS HAVING SOUND TECHNICAL ABILITY AND THE 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” and a grade of “C” means “average”. Not everyone is an “outstanding” student.

A grade of “D” or “F” is appropriate when a student does not perform, does not know basic information or display basic skills, or if a student has a “real” attitude problem.

V. Tentative Course Outline/Calendar: Note: Changes in the course outline are possible with the discretion of the professor.

Readings, lectures, and/or assignments of this class addresses the influence of diversity within the overall focus of this course. Example: Discussion on the different types of customer preferences on food, space, destinations, etc.

<table>
<thead>
<tr>
<th>WEEK</th>
<th>MEETING DATES</th>
<th>TOPICS AND ASSIGNMENTS</th>
</tr>
</thead>
</table>
| 1    | Jan 22        | Discussion of Course Syllabus/Course Requirements  
Course Introduction  
Team Assignments  
Identify Team Leaders  
Team Project Discussion  
Discuss Event Projects |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Events</th>
</tr>
</thead>
</table>
| 2    | Jan 29| Anatomy of an Event (Chapter 1)  
Creating the Event Plan (Chapter 2)  
Team Project Discussion  
Contract/Memorandum of Agreement  
Banquet Event Order |
| 3    | Feb 5 | Developing the Event Site (Chapter 3)  
Site Visit: Diversity Conference Venue  
February 9, 2018:  
Diversity Conference – ALL HANDS ON DECK  
Baker Pattillo Student Center |
| 4    | Feb 12| Providing the Event Infrastructure (Chapter 4)  
Accommodating the Audience (Chapter 5)  
Team Project Discussion  
Diversity Conference Post Event Evaluation |
| 5    | Feb 19| EXAM 1: Covers Chapters 1-5  
Team Project Discussion  
February 22-24:  
Nacogdoches Film Festival – ALL HANDS ON DECK  
The Fredonia Hotel |
| 6    | Feb 26| Lecture: Coordinating the Event Environment (Chapter 6)  
Lecture: Fundamentals of the Production (Chapter 7)  
Team Project Discussion  
Nacogdoches Film Festival Post Event Evaluation |
| 7    | Mar 5 | Staging an Engaging Experience (Chapter 8)  
Ancillary Activities (Chapter 9)  
Team Project Discussion |
| 8    | Mar 12-16 | SPRING BREAK/NO CLASS |
| 9    | Mar 19 | Food and Beverage Operations (Chapter 10)  
Team Project Discussion |
| 10   | Mar 26 | EXAM 2: Covers Chapters 6-10  
Making Event Memories (Chapter 11)  
Safe Operations (Chapter 12)  
Team Project Discussion |
| 11   | Apr 2 | Vendors and Volunteers (Chapter 13) |
Team Project Discussion
April 7, 2018:
Texas National Competition – ALL HANDS ON DECK
Cole Art Center

Knowledge Management (Chapter 14)
Team Project Discussion
Texas National Post-Event Evaluation

Sustainable Success (Chapter 15)
Team Project Discussion
April 20, 2018: Hospitality Shindig – ALL HANDS ON DECK
Venue: The Fredonia Hotel
Theme: The Kentucky Derby

HMS SPRING CONVOCATION: NO CLASS

Hospitality Shindig Post-Event Evaluation
Project Reports Due in D2L & LiveText

Final Examination: Chapters 11-15
6:30 pm – 8:30 pm via D2L (Online)

NOTE: Diversity is discussed and included in all topics in the class.

VI. Readings (Required and recommended—including texts, websites, articles, etc.):

Textbook:

Supplemental Readings:


FEM Statement:
This course does NOT use FEM.
LiveText Statement:
This course does use LiveText e-Portfolio. LiveText data management system is used to collect 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. Students who do not have an existing LiveText account will receive an access code via the SFA email system within the first week of class. You will be required to register your LiveText account, and you will be notified how to do this via email. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails.

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. Failure to activate the account and/or submit the required assignment(s) within the LiveText system may result in course failure.

VII. Course Evaluations:
“Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses taken within the PCOE. 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.

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

In the Perkins College of Education, the course evaluation process has been simplified and 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.

VIII. Student Ethics and Other Policy Information: Found at http://www.sfasu.edu/policies/

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. 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.

**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 [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

**Student Academic Dishonesty: Policy 4.1**

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

**Definition of Academic Dishonesty**

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.

**Penalties for Academic Dishonesty**

Penalties may include, but are not limited to, reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

**Student Appeals**

A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

**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.

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 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. Information
regarding the iCare program is found at http://www.sfasu.edu/judicial/earlyalert.asp or call the
office at 936-468-2703.

Additional Information:

To complete Certification/Licensing Requirements in Texas related to public education
and other professional settings, you will be required to:

1. Undergo criminal background checks for field or clinical experiences on public school
campuses; the public school campuses are responsible for the criminal background
check; YOU are responsible for completing the information form requesting the criminal
background check. If you have a history of criminal activity, you may not be allowed to
complete field or clinical experiences on public school campuses. At that point, you may
want to reconsider your major while at SFASU.

2. Provide one of the following primary ID documents: passport, driver’s license, state or
providence ID cards, a national ID card, or military ID card to take the TExES exams
(additional information available at www.texas.ets.org/registrationBulletin/
<http://www.texas.ets.org/registrationBulletin/>). YOU must provide legal documentation
to be allowed to take these mandated examinations that are related to
certification/licensing requirements in Texas. If you do not have legal documentation,
you may want to reconsider your major while at SFASU.

3. Successfully complete state mandated a fingerprint background check. If you have a
history of criminal activity, you may want to reconsider your major while at SFASU.

For further information concerning this matter, contact Katie Snyder Martin at 936-468-
1740 or snyderke1@sfasu.edu.
IX. Other Relevant Course Information:

PROFESSIONAL STANDARDS

1. Students should prepare themselves adequately for each semester. Professors are not able to provide effective student critique when student work is unavailable for review or student effort is lacking.

2. Students should exhibit professional courtesy and conduct. Examples include a positive work attitude, sensitivity to others, attentiveness, and cooperation.

3. Faculty are committed to provide information and prompt response to students on the web, return student work in a timely fashion, honored posted office hours, provide feedback on student progress, and work with field supervisors.

4. If student dissatisfaction arises, the student’s request for a private conference/phone call with the professor serves as the first step toward resolution.