HMS 220 Convention and Meeting Planning  
Maymester 2018

Instructor: Chay Rees Runnels  
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Other Contact Information: 936-468-4502  
Email: runnelsc@sfasu.edu  
(please use mail in D2L course)

Prerequisites: None

I. Course Description
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.

3 credit hours.

II. Intended Learning Outcomes/Goals/Objectives:

The learning objectives for this course have selected as to align with the following selected items:

A. Mission of Stephen F. Austin State University: …to provide students a foundation for success, a passion for learning, and a commitment to responsible global citizenship in a community dedicated to teaching, research, creativity, and service.

B. Core Values of Stephen F. Austin State University (SFA)
   - **Learning**: Each student is expected to emerge from the University as an educated person of integrity, thoroughly knowledgeable in one or more specific fields and capable of analytical reasoning.
   - **Academic Achievement**: Educational experiences are provided that will empower each student to succeed. The University values knowledge, understanding, wisdom, diligence, integrity, high principles, enthusiasm, and responsibility along with consideration for all peoples in the world.

C. Mission of the SFA James I. Perkins College of Education (COE): …to prepare competent, successful, caring and enthusiastic professionals dedicated to responsible service, leadership, and continued professional and intellectual development.

D. Values of COE
   - Academic excellence through critical, reflective and creative thinking
   - Openness to new ideas, culturally diverse people, and to innovation and change
   - Integrity, responsibility, diligence and ethical behavior

E. Mission of the School of Human Sciences (HMS): Prepare professionals to seek and apply knowledge of Human Sciences for the benefit of individuals, families, and communities in a global environment.

**Hospitality Administration Program Learning Outcomes**

1. The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) relative to the field of Human Sciences.

2. The student 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.

3. The student will demonstrate competence in his/her specific discipline using oral and written forms.

4. The student will demonstrate a positive service attitude.
5. The student will calculate, interpret and understand key ratios, financial statements and budgets, related to the hospitality industry.

Student Learning Outcomes
Upon successful completion of this course, students will be able to…
- Understand and explain the basic definition convention and meeting planning.
- Identify trends impacting convention and meeting planning.
- Identify the factors that impact the industry.
- Identify the major participants and forces shaping the meeting industry.
- Understand why conventions and meeting planning should be studied from the systems approach.
- Identify future challenges and opportunities facing the industry.
- Evaluate the career prospects in the MEEC industry.

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

Instructional Strategies:
This class uses a didactic (lecture) format with class discussions, guest speakers, case studies and teamwork to supplement the instruction. Several off-site field trips will be required for this class. Field trips will be announced on D2L and in class. They will take place during normal class hours. Additional optional field trips may be planned.

D2L
I will use D2L to post grades, to post notes and assignments and to make announcements. Your success in this course will depend upon your ability to check D2L at least twice a week for any updates and announcements.

IV. Evaluation and Assessments (Grading):

Homework, Daily Work, Class Participation (100 points)
Throughout the semester you will be given homework assignments to complete. THERE ARE NO MAKEUPS ON ASSIGNMENTS AND QUIZZES. Homework, assignments and quizzes are worth a total of 100 points. It is your responsibility to keep up with the reading.

Current Events in Texas Meeting Magazine (25 points)- Destinations are continually looking for way to “brand” themselves for consumers and attract meetings. For this assignment, students will read three articles and answer questions related to destinations trying to corner the meetings market.
Due Wednesday, May 16 at 10 p.m.

Budgets for Meetings and Events (25 points) – Students will answer questions relating to budgets and financial planning in the meetings and events industry.
Due Sunday 20 at 10 p.m.

Food and Beverage (25 points) – Using Chapter 13 as a guide, students will be asked to calculate food and beverage orders for several different events.
Due Sunday May 27 at 10 p.m.

Professional Organizations (25 points) – Students will research a professional organization related to the meetings and events industry and answer questions relating to the organization and its structure.
Due Wednesday May 30 10 p.m.
Exams (3 @ 100 points each) The exams will cover the material in your textbook as well as information that has been presented in the learning modules. They are designed to gauge your progress toward mastering the assigned material. The exams are worth a total of 300 points. NO MAKEUP EXAMS WILL BE GIVEN. YOUR EXAM GRADES WILL BE AVERAGED TO COUNT

<table>
<thead>
<tr>
<th>Exam</th>
<th>Chapters</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>1, 2, 3, 5, 9, 12</td>
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<tr>
<td>Exam 2</td>
<td>6, 7, 4, 11, 13, 14</td>
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<tr>
<td>Exam 3 (final)</td>
<td>8, 10, 15 and 16</td>
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CVent Certification (100 points): Students will understand how to successfully create electronic RFPs using the Cvent online program. Students will become Cvent certified after watching 2 online videos and examining online study guide. Successful completion of Cvent Certification is required to receive full credit. Students must take Cvent certification examination by May 27 at 10 p.m.

NOTE: Further explanation of assignments will be discussed in class and/or during office hours on an individual basis. Also, tutors are available for assistance through Academic Assistance and Resource Center (AARC) located in the Steen Library.

Grading Criteria
Examinations (3) 300 pts
Assignments 100 pts
CVent Certification 100 pts
Total points 500 pts

Grade Points
A 500-450
B 449-399
C 398-348
D 347-298
F under 298

There are enough daily points for YOU to impact your grade. The grade you receive is the grade you earned.

The grading scale:
A: 90-100%
B: 89-80%
C: 79-70%
D: 69-60%
F: below 60%
A grade of A indicates excellent; B, good; C, average; D, passing; F, failure.

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:

<table>
<thead>
<tr>
<th>DATE</th>
<th>SUBJECT</th>
<th>ASSIGNMENT</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to course</td>
<td>Getting to know you</td>
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<tr>
<td>May 14-20</td>
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<tr>
<td>May 15</td>
<td>Learning Module 1: What is Meeting Planning?</td>
<td>Chapter 1, 2</td>
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<tr>
<td>May 16</td>
<td>Learning Module 2: Who is a Meeting Planner?</td>
<td>Chapter 2 &amp; 3</td>
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<tr>
<td>May 17</td>
<td>Learning Module 3: Budgets and Sponsorships</td>
<td>Chapter 5</td>
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<td>May 18</td>
<td>Learning Module 4: Marketing and Promotion</td>
<td>Chapter 9</td>
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<tr>
<td>May 19</td>
<td>Learning Module 5 Technology</td>
<td>Chapter 12</td>
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<tr>
<td>May 18-21</td>
<td>Exam 1</td>
<td>Chapters 1,2, 3, 5, 9, 12</td>
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<td>Week 2</td>
<td>May 21– May 27</td>
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<td>May 21</td>
<td>Learning Module 7: Venues/Site Selection</td>
<td>Chapters 6</td>
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<td>May 22</td>
<td>Learning Module 8: Environments and Design</td>
<td>Chapter 4</td>
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<td>May 23</td>
<td>Learning Module 9: Food and Beverage</td>
<td>Chapter 13</td>
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<tr>
<td>May 24</td>
<td>Learning Module 10: Exhibitions and Signage</td>
<td>Chapter 11</td>
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<tr>
<td>May 25</td>
<td>Learning Module 11: Risk Management, Onsite Management</td>
<td>Chapters 7, 14</td>
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<tr>
<th>May 24-May 26</th>
<th>Exam 2</th>
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<tr>
<td>Exam available from Thursday, May 24 at 8 a.m. until Saturday May 26 at 8p.m.</td>
<td>Chapters 6, 7, 4, 11, 13, 14</td>
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<tr>
<th>Week 3</th>
<th>May 28- May 30</th>
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<tr>
<td>May 28</td>
<td>Learning Module 12: Registration and Housing</td>
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<tr>
<td>May 29</td>
<td>Learning Module 13: Negotiations and Contracts and Post Con</td>
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<tr>
<td>May 29</td>
<td>Learning Module 14 Career Building in the Meetings Industry</td>
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<tr>
<th>Final</th>
<th>Exam 3 (final)</th>
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<tbody>
<tr>
<td>Exam available from Wednesday May 30 at 8 a.m. until 8p.m.</td>
<td>Chapters 8, 10, 15 and 16</td>
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**VI. Readings**


ISBN: 978-0-7575-2666-4

Current trade and peer-review journals

Internet
VII. Course Evaluations:

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. 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!

In the 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:

Attendance: Although I will not take daily attendance, checking into D2L DAILY is key to your success in this course. It is your responsibility to come go through the modules, read discussions and emails.

Students with Disabilities—To obtain disability related accommodations and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, (936) 468-3004/ (936) 468-1004 (TDD) 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.

Academic Honesty—It is the policy of Stephen F. Austin State University that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University. (see Academic Integrity A-9.1)

LiveText
LiveText is the data management system used by the Perkins College of Education for program improvement, accountability, and accreditation. All PCOE majors and Secondary Education minors are required to purchase a LiveText account, either through the University Bookstore or at www.livetext.com. This is a one-time purchase and the account will be used throughout your program. Required program assignments that are connected to courses across your major/minor must be submitted through LiveText. Failure to submit required assignments into the LiveText system will result in a penalty assessed to the assignment grade.

IX. Other Relevant Course Information:
Please email instructor through D2L.
Make sure you check D2L every day for updates and information
All grades will be posted via D2L.