I. Course Description:
Examine the management and operation of fundraising events, design, marketing, and promotion efforts by identifying sponsors, marketing to attendees, exhibitors, and other participants.

This course will be taught 150 minutes per week for 15 weeks utilizing the face-to-face lecture platform and a 2-hour cumulative final exam in week 16. Students will have extensive assignments; and produce a large-scale event; site visits; in-class activities and service learning for 6 hours each week for 15 weeks.

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 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; complete surveys 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.

Brightspace by 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 grades and points for assignments by using their SFA-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: 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).

Participation in each class is essential. The class will have open discussions frequently, and participation in the discussions will be noted. Students that choose to positively participate in the class and add to the discussion will earn a higher grade than the student that chooses to not participate.

Fundraising Event Project: Hospitality Shindig. 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 class project will be presented in class.

Each student is expected to be in attendance for the School of Human Sciences Shindig, scheduled for May 1, 2020, for the entire time determined and announced by the professor. This is a major portion of total grade points available.

Exams: Students’ performance will be evaluated through their attendance and performance during the HMS Shindig. There will be a required Event Wrap Up during the scheduled final exam time slot. 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 the professor and student right after the student comes back to class.

Service Learning Component (must complete 6 hours of volunteer work to fulfill requirement. 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 emails must contain grammar, spelling, and sentence structure. No ALL CAPS, run-on sentences, texting-type or IM-type of writing will be accepted. Improper emails will be returned, unanswered. This is a university-level course and students must use professional emails in preparation for future management positions.
**Grading Requirements**
Weekly Assignments 50 points each (Total of 300 points available)  
Article Summary 100 points (Total of 100 points available)  
Survey Completion 50 points each (Total of 100 points available)  
Class Attendance 25 points each (Total of 325 points available)  
Class Participation 25 points each (Total of 325 points available)  
University Event Attendance 25 points (Total of 325 points available)  
Event Wrap Up Exam 75 points  
HMS Shindig Event Attendance 100 points  
HMS Shindig Event Performance 200 points

TOTAL 1,550 points 100%

Grade Distribution  
A = 1,550 - 1,380 points  
B = 1,379 - 1,240 points  
C = 1,239 – 1,085 points  
D = 1,084 – 930 points  
F = Less than 929 points

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. The student displays initiative, looks up information on own before asking questions, contributes meaningfully, and acts enthusiastically. They have good verbal and written communication skills, is willing to risk failure in order to learn something new while displaying common sense, has strong “people skills” and is flexible. The student 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>Class Date</th>
<th>Topic and Assignment</th>
</tr>
</thead>
</table>
| 1    | Jan 20     | First Day of Class  
Class Introduction – Dr. Chay Runnels  
Syllabus Review  
Event Summary  
Student Skillset Survey Opens - Due Feb 1 by 9pm |
| 2    | Jan 27     | Online Class Day  
Weekly Assignment 1: D2L – Discussion Original Post Due Jan 30 by 9 pm and 3 comments Due Feb 3 by 9pm  
Student Survey Due Feb 1 by 9pm |
| 3    | Feb 3      | Event Planner Skillset  
Mission and Goals  
Fundraising-6 Questions to answer  
Weekly Assignment 2: Kentucky Derby Research – Due Feb 8 at 9pm via D2L |
| 4    | Feb 10     | Kentucky Derby Research Findings  
Mission and Goals  
Etiquette Training and Discussion  
Invitation Design  
Marketing Pieces – Posters, Handbills, PSA, etc.  
Weekly Assignment 3: Kentucky Derby Décor Ideas – Due Feb 15 at 9pm via D2L |
| 5    | Feb 17     | Mission and Goals  
Event Budget Planning  
Invitation List  
Centerpiece and Décor Discussion  
Centerpiece Assignment Discussion- Weekly Assignment 5:  
Weekly Assignment 4: Kentucky Derby Menu Ideas – Due Feb 22 at 9pm via D2L |
| 6    | Feb 24     | Menu Planning  
Make it or Break it Discussion  
Centerpiece and Décor Discussion  
Sponsorship List  
Invitation addressing and stuffing  
Article Assignment: Read and summarize article – Due Feb 29 at 9pm via D2L  
Reminder- Centerpiece Samples – Due Mar 2 – In Class |
| 7    | Mar 2      | Event Components  
Invitations Mailed  
Meeting Planning  
Centerpiece and Décor Designs  
Centerpiece Samples – Due TODAY in Class |
| 8    | Mar 16     | Event site walk through  
Event room layout Discussion  
Parking Discussion  
Ticket Sales  
Budget Review  
Weekly Assignment 6: Event Room Layout Assignment Due – Mar 21 at 9pm via D2L |
<table>
<thead>
<tr>
<th>Date</th>
<th>Event/Task</th>
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<tbody>
<tr>
<td>Mar 23</td>
<td>Ticket Sales&lt;br&gt;Donation and gift acceptance&lt;br&gt;Event Assigned Tasks – Discussion&lt;br&gt;Marketing materials distribution assignment discussion&lt;br&gt;Event Assigned Task Survey – Due March 28 at 9pm</td>
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<tr>
<td>Mar 30</td>
<td>Campus Tour – Finding event locations&lt;br&gt;Seating Chart Discussion&lt;br&gt;Marketing Campaign – Posters, handbills, PSA delivery to be completed by Apr 6 at 4pm</td>
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<tr>
<td>Apr 6</td>
<td>Event Summary and Checkup – Where are we and where do we want to be?&lt;br&gt;Event Checklist review&lt;br&gt;Mission and Goals&lt;br&gt;Division of Duties</td>
</tr>
<tr>
<td>Apr 13</td>
<td>Event assignments finalized – Discussion and Group leader assignments&lt;br&gt;Seating Chart&lt;br&gt;Budget Review&lt;br&gt;Event Stewardship</td>
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<tr>
<td>Apr 20</td>
<td>5:30pm to 6:30pm – Class time – Independent Group discussions and planning&lt;br&gt;7pm to 8:30pm – Archie McDonald Speaker Series – Attendance Required</td>
</tr>
<tr>
<td>Apr 27</td>
<td>Walk through&lt;br&gt;Final Headcount Due to Venue&lt;br&gt;Final Seating Chart&lt;br&gt;Final Event Checklist review</td>
</tr>
<tr>
<td>Apr 27</td>
<td>Walk through&lt;br&gt;Final Headcount Due to Venue&lt;br&gt;Final Seating Chart&lt;br&gt;Final Event Checklist review</td>
</tr>
<tr>
<td>May 1</td>
<td>Hospitality Shindig&lt;br&gt;Location: Fredonia Hotel&lt;br&gt;Student Call Time: TBD&lt;br&gt;Event Start Time: 7pm</td>
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<tr>
<td>May 4</td>
<td>Final Exam - Event Wrap Up&lt;br&gt;Thank you notes&lt;br&gt;Final Budget Review</td>
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**VI. Readings (Recommended—including texts, websites, articles, etc.):**

**Online Resources**
- Emily Post – [https://emilypost.com/](https://emilypost.com/)
- SFA Policy Manual - [http://www.sfasu.edu/policies/](http://www.sfasu.edu/policies/)
- SFA Online Giving Site for Hospitality Shindig – [www.sfasu.edu/give/hmsevent](http://www.sfasu.edu/give/hmsevent)
- Social Tables – [www.socialtables.com](http://www.socialtables.com)
- Previous Shindig Press Releases –
FEM Statement: This course does NOT use FEM.

LiveText/Watermark Statement: This course does NOT use LiveText/Watermark.

LiveText/Watermark 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. Students who do not have an existing LiveText/Watermark 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/Watermark account, and you will be notified how to do this via email. If you forward your SFA email to another account and do not receive an email concerning LiveText/Watermark registration, please be sure to check your junk mail folder and your spam filter for these emails.

If you have questions about obtaining or registering your LiveText/Watermark account or any technical questions, call 936-468-7050 or e-mail LiveText@sfasu.edu. Failure to activate the account and/or submit the required assignment(s) within the LiveText/Watermark 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 (including the first 12 day attendance report) 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, Room 325, 936-468-3004 as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodations 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/

**Student Academic Dishonesty:** Policy 4.1 Abiding by university policy on academic integrity is a responsibility of all university faculty and students. Faculty members must promote the components of academic integrity in their instruction, and course syllabi are required to provide information about penalties for cheating and plagiarism, as well as the appeal process.

**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 any information, including citations, on an assignment;
- 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;
- 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 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 the 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:
Code of Ethics for the Texas Educator:
The Texas educator shall comply with standard practices and ethical conduct toward students, professional colleagues, school officials, parents, and members of the community and shall safeguard academic freedom. The Texas educator, in maintaining the dignity of the profession, shall respect and obey the law, demonstrate personal integrity, and exemplify honesty and good moral character. The Texas educator, in exemplifying ethical relations with colleagues, shall extend just and equitable treatment to all members of the profession. The Texas educator, in accepting a position of public trust, shall measure success by the progress of each student toward realization of his or her potential as an effective citizen. The Texas educator, in fulfilling responsibilities in the community, shall cooperate with parents and others to improve the public schools of the community. This chapter shall apply to educators and candidates for certification. Please go to TAC 247.2 – Code of Ethics and Standard Practices for Texas Educators. This can be found at https://texasreg.sos.state.tx.us/public/readtac$ext.ViewTAC?tac_view=4&ti=19&pt=7&ch=247&rl=Y.

To complete Certification/Licensing Requirements in Texas related to public education and other professional settings, you will be required to:
1. Candidates must undergo a criminal history background check prior to clinical teaching and prior to employment as an educator. The public school campuses are responsible for completing the criminal background check. A person who is enrolled or planning to enroll in a State Board for Educator Certification-approved educator preparation program or planning to take a certification examination may request a preliminary criminal history evaluation letter regarding
the person's potential ineligibility for certification due to a conviction or deferred adjudication for a felony or misdemeanor offense.

A Preliminary Criminal History Evaluation is a non-mandatory, non-binding evaluation of an individual’s self-reported criminal history. In addition, the agency obtains your name based Texas criminal history information. The service is provided to the requestor for a non-refundable fee. The requestor will receive an evaluation letter by email from agency staff advising of potential ineligibility for educator certification.

You are eligible to request a Preliminary Criminal History Evaluation if:
• You enrolled or planning to enroll in an educator preparation program or
• You are planning to take a certification exam for initial educator certification, and
• You have reason to believe that you may be ineligible for educator certification due to a conviction or deferred adjudication for a felony or misdemeanor offense.

You are not eligible for a preliminary evaluation of your criminal history if you do not have a conviction or deferred adjudication for a felony or misdemeanor offense. In addition, you must complete the fingerprinting process when you apply for certification. Participation in the evaluation does not preclude you from submitting to a national criminal history review at the time you apply for your educator certification. Your criminal history will be reviewed and you may be subject to an investigation based on that criminal history, including any information you failed to submit for evaluation. Additional information can be found at https://tea.texas.gov/Texas_Educators/Investigations/Preliminary_Criminal_History_Evaluation-FAQs/.

2. Provide one of the following primary ID documents: passport, driver’s license, state or province ID cards, a national ID card, or military ID card to take the TExES exams (additional information available at http://www.tx.nesinc.com/PageView.aspx?f=GEN_Tests.html. 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 Martin (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 providing 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 working 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.