Instructor: Dr. Gina Fe G. Causin  
Office: 106A HMSN  
Office Phone: 936-468-1411  
Other Contact Information: Email via D2L

Course Time & Location: ONLINE via Brightspace by D2L  
Office Hours: Mondays: 10-11 am via Zoom (Zoom link will be posted in the course homepage)  
Credits: 3  
Email: causingf@sfasu.edu (Brightspace by D2L email preferred)

Prerequisites: NONE.

I. Course Description: (brief paragraph)

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.

Course Justification. HMS 220 is a 3 hour lecture format course. Per SFA policy 5.4, your schedule should reflect that there is (1) an amount of student work per credit hour that reasonably approximates not less than three hours per week of class or direct instruction and out-of-class student work per week for fifteen weeks over a long semester. A 3 credit hour course in the Maymester term should approximate a minimum 750 minutes of classroom time or direct instruction and at least 6 hours of additional student work per week for 3 weeks, totaling 133.5 hours of work. A student in HMS 220 who fully participates and successfully completes all activities and assignments can expect to spend approximately hours interacting with the class and content. As an online class, HMS 220 incorporates a course orientation (45 minutes, or .75 hours, total), 15 modules online lecture content including investigating website content, power point presentations and instructional videos. Students are expected to spend approximately 1 hour per module reviewing content, and 110 hours during the course of the semester reading the 440 page textbook, 1 budgeting application exercises (15 minutes per problem, 1.5 hours total) 3 additional assignments (1 hour each total 3 hours) with assignment feedback from the instructor (15 minutes each assignment), CVENT University certification course and certification exam (6 hours), 2 examinations (1 hour each, 3 hours each study time for a total of 10 hours) and a final, 2 hour exam (180 minutes, or 3 hours, study time). 3 credit hours.

Course Delivery Modality. Online via Brightspace by D2L.

James I. Perkins College of Education Diversity Statement is found at the following link:  
http://coe.sfasu.edu/about-us/

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):  
The complete listing of the standards associated with the PLOs, SLOs, assignments, and assessments are located on the PCOE website.

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.
Virtual Office/Student Hours
Virtual Office/Student Hours: I conduct my office hours (as much as I can) as if we were still in person! I want to see your face and get to visit with you. :) If you came to my physical office for office hours and another student was there, you would wait in the hall until I finished with the person who was already there, and then you would come in and have your time with me. What that means for you now that we are on Zoom is that when you follow the link below and log on to the office hours, you will be put into a "waiting room." You'll see a message that I will let you in shortly. If there is no student there already, I will immediately let you in. If you have to wait for a few minutes, that means I'm with someone. Don't worry, I WILL get to you in the order that you entered the waiting room. Even it is past the time for my office hours to end, I'll get to everyone who logs on! So if you have to wait, please be patient and know that I haven't forgotten you are there.

https://sfasu.zoom.us/j/97623413899?pwd=QzJxdDkyeFRUUTBNeHlya2ZuSG9vQT09

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.

Addressing Diversity in the Meetings Industry (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 and how they specifically relate to issues of diversity in the industry.
Due Sunday, May 23 at 11:30 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, May 30 at 11:30 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, June 6 at 11:30 p.m.

Professional Organizations (25 points) – Students will research a professional organization/certification related to the meetings and events industry and answer questions relating to the organization and its structure.
Due Sunday, June 13 at 11:30 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 1</th>
<th>Exam available from Thursday, May 27 at 8 a.m. until Sunday May 30 at 11:30 p.m.</th>
<th>Chapters 1, 2, 3, 5, 9, 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 2</td>
<td>Exam available from Thursday, June 10 at 8 a.m. until Sunday June 13 at 11:30 p.m.</td>
<td>Chapters 6, 7, 4, 11, 13, 14</td>
</tr>
<tr>
<td>Exam 3/Final</td>
<td>Exam available on June 23 from 8 a.m. until June 24 11:30 p.m.</td>
<td>Chapters 8, 10, 15 and 16</td>
</tr>
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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 **June 20th at 11:30 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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>500-450</td>
</tr>
<tr>
<td>B</td>
<td>449-399</td>
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<tr>
<td>C</td>
<td>398-348</td>
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<tr>
<td>D</td>
<td>347-298</td>
</tr>
<tr>
<td>F</td>
<td>under 298</td>
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</tbody>
</table>

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 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.

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1:</td>
<td>Introduction to Course</td>
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<tr>
<td></td>
<td>Learning Module 1: What is Meeting Planning?</td>
<td>Getting to Know You</td>
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<tr>
<td></td>
<td>Learning Module 2: Who is a Meeting Planner?</td>
<td>Chapter 1 &amp; 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 2 &amp; 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Addressing Diversity in the Meetings Industry Assignment due May 23 at 11:30 pm.</td>
</tr>
<tr>
<td>Week 2:</td>
<td>Learning Module 3: Budgets and Sponsorships</td>
<td>Chapter 5</td>
</tr>
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<td></td>
<td>Learning Module 4: Marketing and Promotion</td>
<td>Chapter 9</td>
</tr>
<tr>
<td></td>
<td>Learning Module 5: Event Technology</td>
<td>Chapter 12</td>
</tr>
<tr>
<td></td>
<td>EXAM 1</td>
<td>Covers chapters 1, 2, 3, 5, 9 &amp; 12</td>
</tr>
<tr>
<td></td>
<td>Exam available from Thursday, May 27 at 8 am until Sunday May 30 at 11:30 pm.</td>
<td>Budgets for Meetings and Events Assignment due May 30 at 11:30 pm.</td>
</tr>
<tr>
<td>Week 3:</td>
<td>Learning Module 6: Venues/Site Selection</td>
<td>Chapter 6</td>
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<td>Learning Module 7: Environments &amp; Design</td>
<td>Chapter 4</td>
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<td></td>
<td>Learning Module 8: Food and Beverage</td>
<td>Chapter 13</td>
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<td></td>
<td>Food and Beverage Assignment due June 6 at 11:30 pm.</td>
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<tr>
<td>Week 4:</td>
<td>Learning Module 9: Exhibitions, Signages &amp; Wayfinding</td>
<td>Chapter 11</td>
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<td>Learning Module 10: Risk Management and Onsite Management</td>
<td>Chapters 7, 14</td>
</tr>
<tr>
<td></td>
<td>EXAM 2</td>
<td>Professional Organizations Assignment due June 13 at 11:30 pm.</td>
</tr>
<tr>
<td></td>
<td>Exam available from Thursday, June 10 at 8 am until Sunday June 13 at 11:30 pm.</td>
<td>Covers chapters 4, 6, 7, 11, 13 &amp; 14</td>
</tr>
<tr>
<td>Weeks 5&amp;6:</td>
<td>Learning Module 11: Registration and Housing</td>
<td>Chapter 10</td>
</tr>
</tbody>
</table>

Revised April 28, 2021
Learning Module 12: Negotiations and Contracts and Post Meeting
Learning Module 13: Career Building in the Meetings Industry

FINAL/EXAM 3:
Exam available from June 23-24, 8 am to 11:30 pm.
Covers chapters 8, 10, 15 & 16

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

Required textbook:
Professional Conventional Management Association (2015)
ISBN: 978-1-93284-197-8 (paperback)
ISBN: 978-1-57284-751-4 (ebook)

Current trade and peer-reviewed journals
Internet

VII. Course Evaluations:

Include a statement about the importance of course evaluations and the process. We urge you NOT to allow any type of reward or bonus points for the completion of course evaluations. Friendly completion reminders are certainly appropriate.

Possible statement to use:
“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, 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. 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 of 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 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 by the deadline set by the instructor of record, not to exceed 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., Military Service Activation (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.
If a student has been found guilty of academic dishonesty, a grade of “WP” or “WH” may be changed to “WF” at the discretion of the faculty member. In the case of a grade change to “WF”, the course will not count towards the six course drop limit since the student is incurring an academic penalty.

**Student Code of Conduct: Policy 10.4**
Disruptive Behavior--Interference or disruption of students, faculty, administration, staff, the educational mission, or routine operations of the university is prohibited. Such activity includes, but is not limited to, behavior in a classroom or instructional program that interferes with the instructor or presenter’s ability to conduct the class or program, or the ability of others to profit from the class or program. To remain in the vicinity of activity that is disrupting normal university functions when requested to leave by a university official is prohibited. 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 Early Alert Program at SFA.

**Masks/Face Coverings**
Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.


SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**
SFASU Counseling Services
[www.sfasu.edu/counselingservices](http://www.sfasu.edu/counselingservices)
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
[www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp)
Human Services Room 202
936-468-1041

**Crisis Resources:**
Burke 24-hour crisis line 1(800) 392-8343
Suicide Prevention Lifeline 1(800) 273-TALK (8255)
Crisis Text Line: Text HELLO to 741-741

**IX. Other Relevant Course Information:**

Please email professor through D2L.
Make sure you check D2L every day for updates and information.
All grades will be posted via D2L.