Instructor: Dr. Gina Fe G. Causin  Course Time & Location: MW; 2:30pm-3:45pm; 201 HMSN
Office: 106A HMSN  Office Phone: (936) 468-1411
Credits: 3 credit hours  Email: causingf@d2l.sfasu.edu (preferred by professor)
Office Hours: Mondays & Wednesdays; 10:00 am – 11:30 am and 1:00 pm – 2:00 pm
Other Contact Information: (936) 468-4502 (main office)

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 (as submitted May 1st)

This is a 3-credit hour course. This course will be taught 150 minutes per week for 15 weeks utilizing the face-to-face modality and a 2-hour cumulative final exam in week 16. Students will have extensive assignments, exams, team project, class presentation, poster presentation, plan and implement various events, in and out of class activities and service learning for 6 hours each week for 15 weeks.

Asynchronous Minutes:
This course may include instructional time that is delivered asynchronously. Examples of asynchronous instruction may include (but are not limited to): written content, video content, discussions, case studies, synthesis exercises, reflection activities, peer review, and skills practice. The asynchronous activity for this course is service learning for 150 minutes. Students must complete the service learning log sheet with supervisor’s signature.

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 conceptual framework and the vision, mission, and goals of the James I. Perkins College of Education describe a shared vision and purpose for the SFASU College of Education. It provides coherence for our curriculum, clinical experiences, and assessments. It is linked to the university vision and values and describes how those values translate into knowledge, skills, and dispositions in the College of Education. It is this philosophy and vision that helps to distinguish our graduates from those of other institutions. This course supports the vision, mission, and core values of the James I. Perkins College of Education whose mission is to prepare competent, successful, caring, and enthusiastic professionals dedicated to responsible service, leadership, and continued professional intellectual development.

In the College of Education at Stephen F. Austin State University, we value and are committed to:
• Academic excellence through critical, reflective, and creative
• Life-long learning
• Collaborative and shared decision making
• Openness to new ideas, culturally diverse people and innovation and change
• Integrity, responsibility, diligence, and ethical behavior
• Service that enriches the community

Hospitality Administration Program Learning Outcomes
PLO 1 – Resource Development: The students will identify appropriate technology use and sustainability practices in the hospitality industry.

PLO 2 – Career Readiness: 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 focus area in the field of Human Sciences and Hospitality.

PLO 3 Financial Metrics: The student will calculate, interpret, and demonstrate key ratios, financial statements, and budgets related to the hospitality industry.

PLO 4 – Service Aptitude: The students will demonstrate positive service aptitude through transformational experiences.

Student Learning Outcomes

At the 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:

Course Participation
It is the student’s responsibility to keep up with assignments, activities and online readings for the class.

Instructional Strategies:
This class uses a didactic (lecture) format with class discussions, guest speakers, actual event planning and implementation, 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.

Brightspace by Desire2Learn
Brightspace by 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 attend the face-to-face class and check D2L regularly for any updates and announcements. If you ever experience technical difficulties, please use the contact information listed here: Brightspace by D2L technical support (936) 468-1919; General computer support (936) 468-4357. Please note the Brightspace by D2L technical support is not available on weekends.

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 Diverse Workforce 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.

**Budgets for Meetings and Events (25 points)** – Students will answer questions relating to budgets and financial planning in the meetings and events industry.

**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.

**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.

**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.

**Attendance/Professionalism (100 points)**
Attendance will be taken every class period. For every missed class period, a student will lose attendance points. There is no make-up for missed attendance points.

**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 1st 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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
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<tbody>
<tr>
<td>Attendance</td>
<td>100</td>
</tr>
<tr>
<td>Examinations (3)</td>
<td>300</td>
</tr>
<tr>
<td>Events (5)</td>
<td>200</td>
</tr>
<tr>
<td>Assignments</td>
<td>100</td>
</tr>
<tr>
<td>Cvent Certification</td>
<td>100</td>
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<tr>
<td><strong>Total points</strong></td>
<td>800</td>
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**Grade Distribution**

- A = 720-800 points
- B = 640-719 points
- C = 560-639 points
- D = 480-559 points
- F = Less than 480 points

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: (This course schedule is subject to change with the discretion of the professor.)

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</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>
</tr>
<tr>
<td>1: What is Meeting Planning?</td>
<td>Chapter 1 &amp; 2</td>
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<tr>
<td>Event 1: What is RAICES Academia; Early Childhood Research Center (ECRC)</td>
<td>1/24: Students will fill out the forms for the RAICES Academia Requirements including the Pre-Test Survey form.</td>
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<tr>
<td>Week 2</td>
<td>2: Who is a Meeting Planner?</td>
<td>Chapter 2 &amp; 3</td>
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<td>1/31: RAICES Preparation – In Class</td>
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<tr>
<td>Week 3</td>
<td>3: Budgets and Sponsorships</td>
<td>Chapter 5</td>
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<td></td>
<td>2/7: RAICES Preparation – In Class Addressing Diverse Workforce in the Meetings Industry Assignment due Feb. 7 at 11:30 pm.</td>
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<tr>
<td>Week 4</td>
<td>4: Marketing and Promotion</td>
<td>Chapter 9</td>
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<tr>
<td></td>
<td>2/14: Event Walk Through at ECRC</td>
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<td></td>
<td>Feb. 17: RAICES Academia; ALL HANDS ON DECK</td>
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| Week 5 | 5: Event Technology  
*Event 2: RAISE Conference; BPSC Twilight Ballroom* | Chapter 12  
2/22: Students work on the day of the event-registration, wayfinding, moderators, etc. |
|---|---|---|
| Week 6 | EXAM 1 | Covers chapters 1, 2, 3, 5, 9 & 12  
*Budgets for Meetings and Events Assignment due February 28 at 11:30 pm* |
| Week 7 | 6: Venues/Site Selection  
*Event 3: International Women’s Teach-In Day; 131 McKibben Auditorium* | Chapter 6  
3/6: Students will run the event from start to finish. |
| Week 8 | 7: Environments & Design | Chapter 4  
3/13: RAICES 2 Prep |
| Week 9 | 8: Food and Beverage | Chapter 13  
3/20: RAICES 2 Prep  
*Food and Beverage Assignment due March 20 at 11:30 pm.* |
| Week 10 | 9: Exhibitions, Signages & Wayfinding | Chapter 11  
3/27: RAICES 2 Prep |
| Week 11 | 10: Risk Management and Onsite Management  
*Event 4: RAICES Academia 2; ECRC* | Chapters 7, 14  
*Apr. 6: RAICES Academia; ALL HANDS ON DECK*  
*Professional Organizations Assignment due April 3 at 11:30 pm* |
| Week 12 | RAICES Post Event Evaluation | In-Class Activity |
| Week 13 | EXAM 2: ONLINE on 4/10 | Covers chapters 4, 6, 7, 11, 13 & 14 |
| Week 14 | 11: Registration and Housing | Chapter 10 |
| Week 15 | 12: Negotiations and Contracts and Post Meeting  
*Event 5: HMS Research Week and Showcase; HMSN Lobby; Apr. 24* | Chapters 8, 15  
ALL HANDS ON DECK: Set-up, registration, customer service, teardown |
| Week 16 | 13: Career Building in the Meetings Industry | Chapter 16  
CVENT Certification Assignment Due May 1 at 11:30 pm |
| Week 16 | FINAL/EXAM 3: ONLINE  
May 10; 8:00 am – 10:00 am | Covers chapters 8, 10, 15 & 16 |

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

**Textbook:**  
Professional Conventional Management Association (2015)  
ISBN: 978-1-93284-197-8 (paperback)
VII. Course Evaluations:

It is a must that students complete the course evaluations as scheduled by the university. Dr. Causin will give 5 bonus points for the student who will complete the course evaluation. Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses (the teaching itself and the content/assignments) 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 (full-time and part-time) annual evaluation processes, 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 summarized data will not be available to the instructor until after final grades are posted.

VIII. Student Ethics and Policy

Institutional Absences (HOP 04-110)

An Institutional Absence may be granted to a student who participates as a representative of the University in academic (including research), extra- or cocurricular, or athletic activities. Students will be excused for institutional purposes from otherwise required academic activity only when a valid Institutional Absence is approved by the appropriate administrative unit or official and the documentation of approval is provided to the faculty member at least five (5) days in advance.

Institutional absences will not be approved for keystone events, defined as: a special or unique assignment, test, project, experience, or other academic exercise identified by the Faculty member as critical for successful completion of standards of the class and unable to be missed. These events must be identified on the syllabus at the beginning of the semester and communicated to the students. Events added to the syllabus at a later date will not qualify for Keystone Event status. Keystone Events where the date/time is changed will no longer be considered a Keystone Event. Students should make themselves aware of any Keystone Events identified in the syllabus to ensure there are no conflicts.

For keystone events where the assignment dates vary, it is incumbent upon the students to work with their faculty member to not select a conflicting date.

More information on Institutional Absences, including how to apply, can be found at https://www.sfasu.edu/deanofstudents/student-resources/institutional-absences.

The Code of Student Conduct and Academic Integrity (HOP 04-106)

Outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.
Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one's self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially. For additional information, go to https://www.sfasu.edu/docs/hops/04-106.pdf.

**Withheld Grades Semester Grades Policy (HOP policy 02-206)**
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/docs/hops/02-206.pdf.

**Students with Disabilities**
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, 468-3004 / 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. Failure to request services promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Student Wellness and Well-Being**
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, 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.

**Other important course-related policies:**

Revised December, 2023
***Other SFA policy information is found in the Handbook of Operating Procedures (HOP)***

IX: Resources

On-campus Resources:

- **The Dean of Students Office** (Rusk Building, 3rd floor lobby)
  
  www.sfasu.edu/deanofstudents
  
  936.468.7249 | dos@sfasu.edu

- SFASU Counseling Services • www.sfasu.edu/counselingservices
  
  Health and Wellness Hub (corner of E. College and Raguet) • 936-468-2401

- SFASU Human Services Counseling Clinic • www.sfasu.edu/humanservices/139.asp
  
  Human Services Room 202 • 936-468-1041

- **The Health and Wellness Hub** “The Hub”
  
  Location: corner of E. College and Raguet St.
  
  www.sfasu.edu/thehub | 936.468.4008 | thehub@sfasu.edu

  - **To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:**
    - Health Services
    - Counseling Services
    - Student Outreach and Support
    - Food Pantry
    - Wellness Coaching
    - Alcohol and Other Drug Education

  - **Crisis Resources:**
    - Burke 24-hour crisis line 1(800) 392-8343
    - National Suicide Crisis Prevention: 9-8-8
    - Suicide Prevention Lifeline 1(800) 273-TALK (8255)
    - Crisis Text Line: Text HELLO to 741-741