**HFT 3741 - 001**

**CRN # 39037**

**Meetings & Events Management**

**Spring Term 2018 (January 8, 2018 – May 2, 2018)**

**Boca Raton Campus, College of Education #123**

**Fridays, 11:00 a.m. to 1:50 p.m.**

**Professor Information**

Name: Stella Quintero

Email address: stella.quintero@fau.edu PREFERRED METHOD OF COMMUNICATION

Phone Number: 561-297-0411 (office), 954-263-7857 (cellular)

**Office Hours and Location**

# Office Location: Boca Raton campus, Fleming Hall, 3rd Floor, Office #338

Office Hours: Wednesdays 9:00 a.m. to 10:45 a.m.; Fridays 9:00 a.m. to 10:45 a.m., or by appointment.

**Required Text and Materials**

***Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*, 4th Edition**

Author: George G. Fenich

Publisher: Pearson/Prentice Hall

Copyright Year: 2012

ISBN: **0135124581**

The only other required “materials” for the course are 1) a student membership in Meeting Professionals International (MPI) and 2) attendance at MPI functions (see below section, *Experiential Learning Course Component*).

**THIS CLASS WILL USE CANVAS FOR EXAMS, ASSIGNMENTS, VIDEOS, ARTICLES, ETC.**

**Course Description**

This course explores the meetings and events industry, its economic impact, operational protocols and challenges, marketing techniques, budgeting and finance components, as well as strategies for planning a major meeting or event.

**Prerequisite/Co-requisite**

n/a

**Credit Hours**

3

**Experiential Course Component**

***Membership in a Meetings & Events Industry Professional Association***

As part of the experiential learning component of this course, students will join the Meeting Professionals International (MPI) professional organization. MPI has a South Florida chapter and reduced student membership pricing. Specific information regarding membership in this meetings & events professional association is provided on a separate handout included on the Blackboard site for the course. Securing membership by the student is worth 10% of the overall course grade as indicated below in the Course Evaluation Method section. Students choosing not to join MPI will forfeit this 10% grade portion. In order to receive credit for this portion of the student’s grade, he or she must join prior to midnight on Friday, February 2nd, 2018.

***If you have any concerns about this portion of the class requirement, please contact Professor Quintero within the first week of the semester.*** *MPI is a fully open, inclusive organization for anyone and everyone interested in the meetings & events industry. There are no restrictions based on age, gender, gender-identity, race, ethnicity, sexual orientation, nationality, religion, income, education level, employment status, industry experience and/or anything else!*

***Attendance* *at Meetings & Events Industry Professional Association Meetings***

As part of this course, studentsmay attend 3 professional association meetings related to the events industry. Students may attend any MPI meeting of their choice, but their attendance must occur prior to midnight on Wednesday, April 18, 2018 if students wish to earn points for this grade category. Specific information regarding attendance at professional meetings is provided on a separate handout included on the Canvas site for the course. This grade category is worth a maximum of 15% of the overall course grade as indicated below in the Course Evaluation Method section.

***If you have any concerns about this portion of the class requirement, please contact Professor Quintero within the first week of the semester*.** *MPI is a fully open, inclusive organization for anyone and everyone interested in the meetings & events industry. There are no restrictions based on age, gender, gender-identity, race, ethnicity, sexual orientation, nationality, religion, income, education level, employment status, industry experience and/or anything else!*

**Class Time Commitments**

According to Florida Administrative Code, Rule 6A-10.033, students must spend a minimum 2,250 minutes of in-class time during a 3-credit course. Additionally, students enrolled in a 3-credit course are expected to spend a minimum of 4,500 minutes of out-of-class-time specifically working on course-related activities (i.e., reading assigned pieces, completing homework, preparing for exams and other assessments, reviewing class notes, etc.) and fulfilling any other class activities or duties as required. The course schedule for this course reflects this expectation of students.

**Course Learning Objectives**

Upon completion of this course students will be able to:

* Describe the standard procedures used when planning a meeting or event
* Discuss and describe meetings and events terminology, definitions, and industry acronyms
* Understand basic components of a contract between a venue and a meeting or event planner
* Distinguish among a convention and visitors bureau (CVB), a destination management company (DMC), and a conference center in terms of their service offerings
* Explore various meetings & events related roles and career paths
* Differentiate among the benefits of multiple meetings and events professional associations

**Student Learning Outcomes (SOLs)**

Upon completion of the semester, students will be able to:

* Identify key elements in planning a successful meeting or event
* Discuss basic components of a contract
* Identify basic site selection processes
* Understand the advantages of using a destination marketing organization (DMO)
* Understand the advantages of using a destination management company (DMC)
* List at least three key components of a request for proposal (RFP)
* List at least three key components of a banquet event order (BEO)
* Define attrition policy
* Define cancellation policy
* Define catering guarantee
* List various career paths in the meetings & events industry
* Distinguish between a DMC and a DMO by typical services provided
* Illustrate the benefits of participating in a meetings & events professional association

**Grading Scale**

|  |  |
| --- | --- |
| **Letter Grade** | **Grade Range (Percent)** |
| A | 95.0 and higher |
| A- | 91.0 to 94.9 |
| B+ | 87.0 to 90.0 |
| B | 83.0 to 86.9 |
| B- | 80.0 to 82.9 |
| C+ | 77.0 to 79.9 |
| C | 73.0 to 76.9 |
| C- | 70.0 to 72.9 |
| D+ | 67.0 to 69.9 |
| D | 63.0 to 66.9 |
| D-  F | 60.0 to 62.9  < 59.9 |

**Curving:** There is **no** curving in this course on any individual assessment *or* on overall course grades.

**Extra Credit:** There are no opportunities for extra credit in this course.

**Course Evaluation Method**

**MIDTERM** 37.50%

**FINAL**  37.50%

**MEMBERSHIP IN PROFESSIONAL MEETINGS & EVENTS ORGANIZATION** 10.00%

**ATTENDANCE AT 3 PROFESSIONAL ASSOCIATION MEETINGS (5% Each)** 15.00%

All letter grades are calculated using the weighted average from all items listed above. Please refer to the above grading scale when determining your overall course grade.

The **Midterm** and the **Final** are both taken via the Canvas learning management system. Students are responsible for having all appropriate downloads and applications necessary to utilize Canvas; additionally, students are responsible for having an acceptable Internet connection during exams. Students may use an on-campus computer lab if one is available and open during the scheduled exam times.

Exact details and specifics regarding exam dates and procedures will be provided during the semester by the professor. Content for the exams may be taken from ***ANY source***: live classroom lectures, email discussions, assigned chapters in the textbook, assigned articles, class handouts, homework assignments, guest lecturers, or website links deemed important. However, the material on the exams is primarily based on the textbook.

Students are ***required*** to check their **FAU** email accounts on a regular basis as exam information is often communicated via email.

**Additional Course Policies**

**Late Assignments**

No assignments, projects, or assessments (i.e., midterm or final) may be taken late or turned in late ***except*** as indicated elsewhere in the syllabus for approved reasons (i.e., illness, university-approved absences, religious accommodations, extreme emergencies, etc.). Exams submitted late will only have questions graded that were submitted prior to the end time of the examination.

**Attendance Policy**

Attendance is not mandatory nor is it graded. The professor believes that students are adult learners and it is up to the student himself or herself if he or she wishes to attend on a regular basis and fully participate in the learning process. Remember, however, that active learning and attendance as well as class involvement regularly correlates positively with better academic performance.

**Etiquette and Netiquette Policy**

**Electronic Devices**: The use of laptop computers in class is permitted solely in support of learning activities – taking notes, for example. Students may not use instant messenger, write emails, chat, etc. or do anything other than taking notes with a laptop computer. These other activities are bothersome to those fully engaged in the learning process.

Cell phones, PDAs, and other electronic devices capable of communicating outside the classroom ***must*** be turned off while class is in session. Please do not put them on vibrate and check them during class. Turn them off and place them out of view during the entire class session.

The professor respects each individual to share his or her opinion when speaking in class and asks the same respect to have an uninterrupted class exempt from disturbances these electronic devices may cause.

These devices disturb your classmates far more than you may imagine. When guest speakers are presenting, *all* electronic devices must be turned off out of respect for the speaker.

**Students who use their laptop computers for anything other than taking notes will be asked to leave class immediately. A second offense will result in a recorded, failing grade of F in the course.**

**Tardiness/Early Class Departure**

Being late is sometimes a necessity due to unforeseen circumstances. When entering late, please make sure you enter *quietly* and *slowly close the door* so as not to cause a disturbance to those already in class.

Also, sometimes the need to leave class early occurs due to work schedules, unexpected illness, etc. The professor recognizes this possibility and asks students to please leave quietly so as not to disturb the flow of class or your peers’ learning environment. Please make sure you quietly close the door as you exit the classroom.

**Illness or Extreme Emergency Causing a Missed Assessment (Midterm and/or Final)**

A student who misses an exam may receive a makeup exam if he or she suffered from a documented medical illness or extreme emergency. By “documented illness,” the professor **requires** a note from a medical professional (doctor, on-campus clinic visit, etc.). An emergency is considered “extreme” if the incident warrants medical attention or otherwise ***prohibits*** a student from attending the exam. Items such as car problems, computer failure, forgetting, having to work, etc. are ***not*** considered extreme. The professor will use fairness and ethical behavior in all determinations of what is considered an ***extreme*** emergency. Determination of whether or not a makeup will be provided will depend on the outcome of this determination.

In addition to documentation, the student (or his or her designee) MUST notify the professor within 24 hours of the missed event (i.e., midterm or final) regardless of whether it was missed due to an illness *or* an extreme emergency. The professor may be reached via telephone or email (contact information listed

above). Failure to contact the professor in the time frame provided will result in a grade of 0 being recorded for that particular assessment.

If documentation is provided (for an illness) and/or a determination is made that the emergency *was* indeed extreme, a makeup assessment will be provided to the student. The make-up assessment will be at the identical level of difficulty and course evaluation potential as the original assessment. These policies apply to the midterm and final exam only; these policies do *not* apply to the other areas of the course (attending industry meetings, joining a professional association) as there are multiple weeks of time in which students may complete these activities.

Missed exams for any other reason than a documented illness or extreme emergency will not be given a makeup exam.

The above policy is only for those who miss an exam without advance notice; university-approved absence and/or religious holidays **require** advance notification to the professor as stated in the following section.

**Make-up Assessments (Midterm or Final)**

No assessments (midterm or final) may be made up or rescheduled ***except*** for approved reasons as indicated elsewhere in the syllabus (i.e., documented illness, university-approved absences, religious accommodation, documented extreme emergency, etc.).

**University Approved Absence Policy Statement**

In accordance with rules of Florida Atlantic University, students have the right to reasonable accommodations to participate in University-approved activities, including athletic or scholastics teams, musical and theatrical performances, and debate activities. **It is the student’s responsibility to notify the course instructor at least one week prior to missing any class, assignment, assessment, or other activity.** Additionally, proper documentation must be provided to the instructor.

**Course Outline**

|  |  |
| --- | --- |
| **Date** | **Assignment** |
| **01/12** | **Class overview discussion, syllabus review, details of class expectations for experiential learning, etc. Chapter 1 – Introduction to the MEEC Industry;**  **Join Meeting Professionals International (MPI)** |
| **01/19** | **Chapter 2** |
| **01/26** | **Read Chapter 4 – Meeting Venues**  **ONLINE CLASS** |
| **02/2** | **Chapter 3- Destination Marketing Organizations** |
| **02/9** |  |
| **02/16** | **Read Chapters 5 & 6 – Exhibitions & Service Contractors** |
| **02/23** | **Read Chapter 7 – Destination management Companies** |
| **03/02** | **MIDTERM – COVERING CHAPTERS 1 THROUGH 7 DELIVERED VIA Canvas**  **The midterm is taken in Canvas; students may take the midterm from any location with a reliable Internet connection.** |
| **03/09** | **SPRING BREAK \_ NO CLASS** |
| **03/16** | **Read Chapters 8 & 9 – Special Events Management & Planning and Producing MEEC gatherings** |
| **03/23** | **Chapter 10 – Food and Beverage** |
| **03/30** | **Chapter 11 – Legal Issues** |
| **04/6** | **Chapter 12 - Technology** |
| **04/13** | **Chapter 13 – Green Meetings** |
| **04/20** | **Read Chapter 14 – International Aspects** |
| **04/27** | **FINAL EXAM – COVERING CHAPTERS 8 THROUGH 14 DELIVERED VIA Canvas** **students may take the midterm from any location with a reliable Internet connection.** |

**University and College Policies**

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty.

For more information, please see FAU Regulation 4.001 at: [FAU Regulation 4.001](http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf).

**Disability / Accessibility Policy Statement**

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 131 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) —and follow all SAS procedures.  Their web site is:  <https://fau.edu/sas>.

**Religious Accommodation Policy Statement**

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: [FAU Regulation 2.007](http://www.fau.edu/regulations/chapter2/Reg%202.007%208-12.pdf).

**University Approved Absence Policy Statement**

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student’s responsibility to notify the course instructor at least one week prior to missing any course assignment.

**Incomplete Grade Policy Statement**

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete (“I”). The assignment of the “I” grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete (“I”) grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing (“F”) grade.

**Email Account Requirements**

FAU students sometimes have problems if they have their FAU emails forwarded to their personal account on another Internet Service Provider (ISP).

As a student in this course, you are **required** to utilize your FAU email address for all correspondence.

All electronic mail correspondence from the professor will be sent to the FAU email address you have on file. Please make sure this address is functioning and able to accept incoming emails.

**Anti-plagiarism Software**

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the FAU Code of Academic Integrity (see below).

**Grade Appeal Process**

A student may request a review of the final course grade at any time. However, a student may appeal a grade *only* if one of the following conditions applies:

* There was a computational or recording error in the grading.
* Non-academic criteria were applied in the grading process.
* There was a gross violation of the instructor’s own grading system.

The procedures for a grade appeal may be found in Regulation 4.002, Student Academic Grievance Procedures for Grade Reviews. This document may be accessed at the following link: [http://www.fau.edu/regulations/chapter4/4.002\_Student\_Academic\_Grievance\_Procedures for\_Grade\_Reviews.pdf](http://www.fau.edu/regulations/chapter4/4.002_Student_Academic_Grievance_Procedures%20for_Grade_Reviews.pdf)

**Disruptive Behavior Policy Statement**

Disruptive behavior is defined in the FAU Student Code of Conduct as *“... activities which interfere with the educational mission within classroom.”* Students who behave in the classroom such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

**Faculty Rights and Responsibilities**

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

* To establish and implement academic standards
* To establish and enforce reasonable behavior standards in each class
* To refer disciplinary action to those students whose behavior may be judged to be disruptive under the “FAU Student Code of Conduct, Regulation 4.007”

To review the FAU Student Code of Conduct, Regulation 4.007, please visit: <http://www.fau.edu/studentconduct/Student%20Conduct%202012.pdf>

**Definition a Mostly Online/Mixed/Hybrid Course at FAU**

In many cases, students ask what a hybrid/mostly online/mixed mode course is. At FAU, it is described as course without any extra technology fees, that is a combination of face-to-face (F2F) traditional instruction **mixed** with online or eLearning distance components. It combines the best of both worlds and is much more convenient for our students – many of whom are working part-time or full-time.

Faculty members will have a minimum of 20% of class time in a F2F setting and up to 80% of the entire class can be taught online using the learning management system (LMS), Canvas.

There is no reduction in course contact hours or workload per Florida Administrative Code, Rule 6A-10.033 (see above section, Class Time Commitment).

Students comment that hybrid or mixed mode instructional delivery is usually their most preferred method because it has components for F2F but also integrates the convenience of distance.

It is the instructor’s discretion as to when and how much online (between 20% and 80%) will be utilized. Please make sure you check your FAU emails a minimum of 3 times per week to know what method of instruction will be utilized for each week.

For a detailed description of the hybrid teaching model, please see the excellent example provided by the University of Wisconsin – Milwaukee at: <http://www4.uwm.edu/ltc/hybrid/about_hybrid/>

**Reaching Your Goal of a College Degree**

In today’s busy world, it’s easy for students to get off track due to their busy lives with work, families, significant others, financial problems, etc. Florida Atlantic University is committed to helping you make it through to your goal of earning a college degree. We encourage you to use **any** or **all** of the resources below if you encounter problems along the way. Remember that if you attend class regularly, take good notes, and read the assignments in a timely manner, you should succeed and reach your goals. If you have problems understanding the lecture topics, specific components within the lectures or reading assignments, or would like to review your exams in person, please set up an appointment with the instructor. He will be as flexible as possible to accommodate your busy schedule. Remember; *do not wait until the end of the semester to seek assistance!* Reach out to the professor as early as possible when the need arises.

Instead of just dropping a course or putting a stop to your attendance when “life gets in the way”, the professor encourages you to also use the ***vast*** resources here at FAU. Please see the extensive, but not exhaustive, list below:

UNIVERSITY CENTER FOR EXCELLENCE IN WRITING

<http://www.fau.edu/UCEW/WC/>

TUTORING, STUDY ASSISTANCE, & ACADEMIC SUPPORT

<http://www.fau.edu/ctl/TutoringStudyHelpAndAcademicSupportStudentResources.php>

CENTER FOR LEARNING AND STUDENT SUCCESS

<http://www.fau.edu/CLASS/>

STUDENT INVOLVEMENT AND LEADERSHIP

<http://www.fau.edu/sil/>

OFFICE OF HEALTH AND WELLNESS

<http://www.fau.edu/wellness/index.php>

COUNSELING CENTER

<http://www.fau.edu/counseling/>

STUDENTS IN DISTRESS

<http://www.fau.edu/studentsindistress/index.php>