
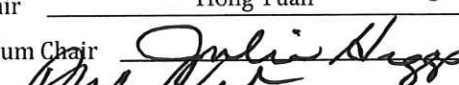

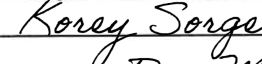
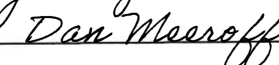
 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>COURSE CHANGE REQUEST</b> <b>Undergraduate Programs</b>		UUPC Approval <u>2/26/24</u> UFS Approval _____ SCNS Submittal _____
	Department Marketing/Hospitality and Tourism Management College Business		Confirmed _____ Banner Posted _____ Catalog _____
<b>Current Course Prefix and Number</b> HFT3741		<b>Current Course Title</b> Meetings & Events Management	
<i>Syllabus must be attached for ANY changes to current course details. See <u>Template</u>. Please consult and list departments that may be affected by the changes; attach documentation.</i>			
<b>Change title to:</b> Events Management		<b>Change description to:</b>	
<b>Change prefix</b> From: _____ To: _____		<b>Change prerequisites/minimum grades to:</b>  <b>Change corequisites to:</b>  <b>Change registration controls to:</b>  Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).	
<b>Change course number</b> From: _____ To: _____			
<b>Change credits*</b> From: _____ To: _____			
<b>Change grading</b> From: _____ To: _____			
<b>Change WAC/Gordon Rule status**</b> Add <input type="checkbox"/> Remove <input type="checkbox"/>			
<b>Change General Education Requirements***</b> Add <input type="checkbox"/> Remove <input type="checkbox"/>			
<small>*See Definition of a Credit Hour.          **WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See <u>WAC Guidelines</u>.          ***GE criteria must be indicated in syllabus and approval attached to this form. See <u>Intellectual Foundations Guidelines</u>.</small>			
<b>Effective Term/Year for Changes:</b> Fall 2024		<b>Terminate course? Effective Term/Year for Termination:</b>	
<b>Faculty Contact/Email/Phone</b> Stella Quintero/ squinte1@fau.edu/561-297-0411			
<b>Approved by</b>		<b>Date</b>	
Department Chair _____ Hong Yuan 		_____ 2/3/2024	
College Curriculum Chair _____ 		_____ <u>2/4/24</u>	
College Dean _____ 		_____ <u>2/9/24</u>	
UUPC Chair _____ 		_____ <u>2/26/24</u>	
Undergraduate Studies Dean _____ 		_____ <u>2/26/24</u>	
UFS President _____		_____	
Provost _____		_____	

Email this form and syllabus to [mjenning@fau.edu](mailto:mjenning@fau.edu) seven business days before the UUPC meeting.



## **HFT3741-100-11694** **Events Management**

Fully Online  
3 credits

Summer Term 3, 2024  
Prof. Stella Quintero  
Office: FH 313

Office hours (Virtual): M & W 9:30 – 11:00 a.m., via Zoom, or by appointment. Please email the professor to request a Zoom meeting.  
Telephone: 954-263-7857 (Cell)  
Email: [Squinte1@fau.edu](mailto:Squinte1@fau.edu)

### **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.

### **Instructional Method**

This class is taught fully online, which means that the student has all of the tools require to successfully complete this class in the Canvas shell. This includes brief chapter reviews that are prerecorded, additional supplemental videos, articles, etc. The student will find everything needed to complete the class posted on Canvas from the time the Canvas shell is published.

### **Prerequisites/Co-requisites**

Prerequisite: HFT 3003, Introduction to Hospitality Management  
Co-Requisite: No co-requisite course required

### **Course Objectives Student Learning Outcomes**

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

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

## Course Evaluation Method

Exam 1	15%
Exam 2	20%
Exam 3	10%
Assignment 1	10%
Assignment 2	15%
Assignment 3	20%

Group Activities (Discussion Boards) 10%

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

The **Exams** are 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.

Content for the exams may be taken from **ANY source**: Assigned chapters in the textbook, assigned articles, class handouts (distributed digitally), 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. Class updates will be posted under Announcements in Canvas.

## Course 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-	60.0 to 62.9
F	< 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.

## Additional Course Policies

### Late Assignments

No assignments, projects, or assessments (i.e., exams) 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.

### **Classroom Etiquette Policy (if applicable)**

It is important to keep in mind that although we are in a “virtual” environment, we still need to interact properly with each other and maintain an appropriate level of etiquette. The term **netiquette** is used to refer to online etiquette.

### **Attendance Policy**

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance.

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student’s responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student’s final course grade as a direct result of such absence.

### **Illness or Extreme Emergency Causing a Missed Assessment (Assignments and/or Exams)**

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 (Exams)**

No assessments (Exams) 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 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](#).

### **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](#).

### **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_for_Grade_Reviews.pdf)

### **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>

### **Counseling and Psychological Services (CAPS) Center**

*Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU’s Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>*

### **Disability Policy**

*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) and follow all SAS procedures. SAS has offices across three of FAU’s campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at [www.fau.edu/sas/](http://www.fau.edu/sas/).*

### **Required Texts/Materials/Readings**

***Meetings, Expositions, Events, and Conventions: An Introduction to the Industry, 5<sup>th</sup> Edition***

Author: George G. Fenich

Publisher: Pearson/Prentice Hall

ISBN: 0134735900



### **Required technological skills:**

- Basic Skills in computer use
- Access to the internet
- Basic Canvas LMS skills
- Basic Skills for Office programs (word processing and presentation programs)

### **Required Software**

- Microsoft 365 Suite [Link to download](#)
- Reliable web browser (recommended [Chrome](#) or [Firefox](#))
- Java – [Link to download](#) and/or [Link to verify Java](#) on your computer
- Adobe Flash Player: [Link to download](#)
- Mobile App: Instructions on how to download the Canvas App on an iOS device ([Link for iOS Instructions](#)) or Android device ([Link for Android instructions](#)).

### **Internet Connection**

- Recommended: Broadband (high-speed) Internet connection with a speed of 4 Mbps or higher
- To function properly, Canvas requires a high-speed Internet connection (cable modem, DSL, satellite broadband, T1, etc.). The minimum Internet connection speed to access Canvas is a consistent 1.5 Mbps (megabits per second) or higher.
- To check your Internet speed, [click here](#).

### **Minimum Technical Skills Requirements**

The general and course-specific technical skills a student must have to succeed in the course include but are not limited to:

1. Accessing Internet.
2. Using Canvas (including taking tests, attaching documents).
3. Using email with attachments.
4. Creating and submitting files in commonly used word processing program formats such as Microsoft Office Tools.
5. Copying and pasting functions.
6. Downloading and installing software.
7. Using presentation, graphics, and other programs.
8. Posting and commenting in an online discussion.
9. Searching the FAU library and websites.

### **Computer Requirement** - Basic computer specifications for Canvas [Link to Specifications](#)

#### Operating System

- A computer that can run Mac OSX or Win 7.0 or higher.

#### Peripherals

- A backup option should be available to minimize the loss of work, such as an external

hard drive, a USB drive, cloud storage, or your folder on the FAU servers.

#### Software

- Once logged in to Canvas, make sure your Internet browser is compatible.
- Other software may be required for specific learning modules. If so, the necessary links to download and install will be provided within the applicable module.

#### **Technical Support**

In the online environment, technical issues are always possible (e.g., lost connection, hardware or software failure). Many of these occurrences can be resolved relatively quickly, but if you wait until the last minute before due dates, the chances of these glitches affecting your success are greatly increased; please plan appropriately. If a problem occurs, it is essential that you take immediate action to document the issue so your instructor can verify and take appropriate action to resolve the problem.

**Most issues in Canvas can be resolved by clicking on the “Help” tab located on the menu bar.**

**Upon clicking the “Help” tab, you will be able to:**

- Report a problem
- Search Canvas guides

#### **Additional Technical Support**

1. Contact the eLearning Success Advisor for assistance: 561-297-3590
2. If you can, take a Print Screen image of the monitor when the problem occurs. Save the image as a .jpg file. If you are unfamiliar with creating a Print Screen image, visit [Link to Print Screen Instructions](#).
3. Complete a Help Desk ticket ([Link to Help Desk](#)). Make sure you complete the form entirely and give a full description of your problem so the Help Desk staff will have the pertinent information in order to assist you properly. The process includes the following steps:
  - a. Select “Canvas (Student)” for the Ticket Type.
  - b. Input the Course ID.
  - c. In the Summary/Additional Details section, include your operating system, Internet browser, and Internet service provider (ISP).
  - d. Attach the Print Screen file, if available.
4. If you do not hear back from a Help Desk representative in a timely manner (48 hours), it is your responsibility to follow up with an appropriate staff member until a resolution is reached.
5. Once you have submitted a Help Desk Ticket, inform your instructor. Include all pertinent information of the incident (steps 3b-d above). Keep your instructor informed of the status.

## Course Topical Outline

Date	Topic	Module
June 24- July 2	Introduction to the class; Introduction to the MEEC Industry (Chapter 1); MEEC Organizers and Sponsors (Chapter 2); DMO (Chapter 3)	Modules 1, 2, 3, Assignment #1  Class Introduction due May 23 (this item is not graded)
July 3 – July 9	MEEC Venues (Chapter 4); Exhibitions and Trade Shows (Chapter 5); Service Contractors (Chapter 6)	Modules 4, 5, 6  Exam #1 (Chapters 1-5)
July 10 – July 16	DMC (Chapter 7); Special Events Management (Chapter 8);	Modules 7, 8  Assignment #2
July 17 – July 23	Food and Beverage (Chapter 9); Legal Issues in the MEEC Industry (Chapter 10)	Modules 9, 10  Exam #2
July 24 – July 30	Technology and the MEEC professional (Chapter 11); Sustainable Meetings and Events (Chapter 12)	Modules 11, 12  Assignment #3
July 31 – August 4	International Aspects in MEEC (Chapter 15)	Module 13  Exam #3

### **Technical Problem Resolution Procedure**

In the online environment, there is always a possibility of technical issues (e.g., lost connection, hardware or software failure). Many of these can be resolved relatively quickly, but if you wait until the last minute before due dates, the chances of these glitches affecting your success are greatly increased. Please plan appropriately. If a problem occurs, it is essential that you take immediate action to document the issue so your instructors can verify and take appropriate action to resolve the problem.

It is your responsibility to obtain the necessary information and skills to manage the hardware and software systems of this course. In addition, if your personal computer becomes unavailable for any reason, you are responsible for locating and operating other adequate computer resources to meet the course deadlines.

**Remember, you can always go to any FAU computer lab to complete your work!**

Click here to view a list of lab locations.

### **Recommended Browsers**

Canvas supports the latest two versions of the most widely used browsers. We have learned that Canvas works better with Google Chrome and Mozilla Firefox than with Internet Explorer. If Internet Explorer is currently your only browser, consider installing Chrome or Firefox.

We highly recommend updating to the **newest version** of whatever browser you are using as well as updating to the most recent Flash plug-in.

For more details, see Which Browsers Does Canvas Support?

### **Getting Help**

FAU has purchased Tier 1 support, provided by Canvas. What does this mean for you?

Canvas support is available **24/7, 365 days a year** in various forms. You can use the Canvas Guides to search for answers, call the support hotline to talk to a person, hit the chat link to message a Canvas support technician, or report an issue directly to Canvas.

You can access all of these help options by clicking on the **Help** link in the bottom-left corner of the Canvas window and then selecting your preferred method of assistance.

If you call FAU's Help Desk, please be sure to select the option for Canvas.

### **Questions about Assignments or Course Material**

Make sure you read the entire syllabus and Start Here Module first. If you have questions about the assignments or course material, contact me through my Canvas Inbox.

The suggestions listed above have been noted by the Center of eLearning Department at FAU.