FAU

FLORIDA ATLANTIC UNIVERSITY

COURSE CHANGE REQUEST
Undergraduate Programs

Department Marketing (Hosp & Tourism Mgt Program)

College Business

UUPC Approval 2/24/25
UFS Approval _____
SCNS Submittal _____
Confirmed _____
Banner Posted _____
Catalog _____

***Current* Course Prefix and Number**	HFT 3741	***Current* Course Title** Events Management

*Syllabus must be attached for **ANY** changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.*

Change title to:
Event Management

Change prefix
From: **To:**

Change course number
From: **To:**

Change credits*
From: **To:**

Change grading
From: **To:**

Change WAC/Gordon Rule status**
Add ☐ **Remove** ☐

Change General Education Requirements***
Add ☐ **Remove** ☐

*See Definition of a Credit Hour.
**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.
***GE criteria must be indicated in syllabus and approval attached to this form. See Intellectual Foundations Guidelines.

Change description to:
This course explores event management and the professional roles and organizations in this unique part of the hospitality industry. Events are examined from initial planning through execution as well as post-event standard practices.

Change prerequisites/minimum grades to:

Change corequisites to:

Change registration controls to:

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).

Effective Term/Year for Changes: Fall 2025

Terminate course? Effective Term/Year for Termination:

Faculty Contact/Email/Phone Stella Quintero/SQuinte1@fau.edu/954-263-7857

Approved by		***Date***
Department Chair	Hongy	1/30/2025
College Curriculum Chair	Julie Higgs	2-16-25
College Dean	[signature]	2/19/25
UUPC Chair	Korey Sorge	2/24/25
Undergraduate Studies Dean	Dan Meeroff	2/24/25
UFS President		
Provost		

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

FLORIDA ATLANTIC UNIVERSITY

HFT 3741-001 11744

Event Management

Date: Wednesday, Friday 12:30 PM - 1:50 PM
Building: Phil Smith Hall Boca **Room:** 410
3 Credit(s)
Spring 2025 - 1 Full Term

Instructor Information

Stella Quintero
Email: squinte1@fau.edu
Classroom: Phil Smith Hall, 410

Class only meets in the classroom on Wednesdays

Office: Fleming Hall, 313
Office Hours: Tuesdays 9:00 a.m. - 12:00 p.m., Wednesdays 9:00 - 10:45 or by appointment
Phone: Cell: (954)263-7857

Course Description

Event Management

~~This course explores the meetings and events industry, its economic impact, operational protocols and challenges, marketing techniques, budgeting and finance needs for successful meetings and events, and strategic planning for a major meeting or event.~~

This course explores event management and the professional roles and organizations in this unique part of the hospitality industry. Events are examined from initial planning through execution as well as post-event standard practices.

Mixed Online and Classroom
50%-79% of the course is delivered online. (Hybrid)

Required Texts/Materials

Intro to the Meeting Events Expositions & Conventions Industry
ISBN: 9781792457784
Publisher: Kendall Hunt Publishing Company
Edition: 6th

Course Objectives/Student Learning Outcomes

Upon completion of this class, students will be able to:

 Analyze and describe the economic impact of meetings and events.

 Distinguish among a convention and visitors bureau (CVB) or Destination marketing Association (DMO), and a destination management company (DMC).

 Compare and contrast corporate meetings and events and social events.

 Identify basic site selection processes.

 Describe the advantages of using a destination management company (DMC).

 Enumerate the basic components of a contract between a venue and a meeting or event planner, including attrition policy, cancellation policy and catering guarantee.

 List at least three key components of a request for proposal (RFP).

 List at least three key components of a banquet event order (BEO).

Faculty Rights and Responsibilities

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

• Establish and implement academic standards.

• Establish and enforce reasonable behavior standards in each class.

• Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct University Regulation 4.007.

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/.

Course Evaluation Method

EXAM 1	15%
EXAM 2	20%
EXAM 3	15%
EVENT PLANNING PROJECT	20%
ASSIGNMENT #1	10%
ASSIGNMENT #2	15%
INDUSTRY NETWORKER*	**5%**

*** Industry networker:** For the experiential learning component of the class, students will attend 1 industry networking event that are offered by a few different industry organizations, which include MPI (Meeting Professionals International), NACE (National Association for Catering and Events), site (Society for Incentive Travel Excellence), among others. The events will be shared on Canvas Announcements as they become available, and the links to the associations are provided under the Modules tab of Canvas. To get credit for the networking attendance, students will submit a picture of themselves at the event to the assignment link on Canvas.

The events usually offer a special student rate, and in some cases might be free. Students experiencing financial difficulties will communicate the situation to the instructor and an alternative option will be provided to complete the assignment.

Networking is a very important component for any career path, and developing proper networking skills is highly transferable for any field. Additionally, for students interested in having a career in the event industry, these networking opportunities mean job offers and a better understanding of how the event network works. Remember: *Your network is a big part of your career net worth*.

Code of Academic Integrity

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, see University Regulation 4.001.

Attendance Policy Statement

Students are expected to attend all 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.

Attendance is not graded for this class.

Religious Accommodation Policy Statement

In accordance with the 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 and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at www.fau.edu/regulations.

Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

Time Commitment Per Credit Hour

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-

of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

Course Grading Scale

Letter Grade	Letter Grade
A	94 - 100%
A-	90 - 93%
B+	87 - 89%
B	83 - 86%
B-	80 - 82%
C+	77 - 79%
C	73 - 76%
C-	70 - 72%
D+	67 - 69%
D	63 - 66%
D-	60 - 62%
F	Below 60

Grade Appeal Process

You may request a review of the final course grade when you believe that one of the following conditions apply:

• There was a computational or recording error in the grading.

• The grading process used non-academic criteria.

• There was a gross violation of the instructor's own grading system.

University Regulation 4.002 of the University Regulations contains information on the grade appeals process

Policy on Make-up Tests, Late work, and Incompletes

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.

Policy on the Recording of Lectures

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

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 therapy, group therapy, and crisis services, to name a few - offered to help improve and maintain emotional well-being. For more information, go to http://www.fau.edu/counseling/

Student Support Services and Online Resources

- Center for Learning and Student Success (CLASS)
- Counseling and Psychological Services (CAPS)
- FAU Libraries
- Math Learning Center
- Office of Information Technology Helpdesk
- Center for Global Engagement
- Office of Undergraduate Research and Inquiry (OURI)
- Science Learning Center

- Speaking Center
- Student Accessibility Services
- Student Athlete Success Center (SASC)
- Testing and Certification
- Test Preparation
- University Academic Advising Services
- University Center for Excellence in Writing (UCEW)
- Writing Across the Curriculum (WAC)

Artificial Intelligence Preamble

FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.

FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. **[Policy 12.16 Artificial Intelligence]**

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the **Florida Atlantic Code of Academic Integrity, Regulation 4.001.**

Proper Citation: If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit **https://fau.edu/ai/citation**

Course Topical Outline

Please note that the below is a tentative outline of the schedule of classes. Some modifications may take place during the semester, though they will be minimal.

Date	Assignment
Jan 8	Class overview discussion, syllabus review, details of class expectations for experiential learning, etc.
Jan 15	Chapter 1 – Introduction to the MEEC Industry;
Jan 22	Chapter 2 – Event Sponsors and Organizers
Jan 29	Chapter 3- Destination Marketing Organizations
Feb 5	Read Chapter 4 – Meeting Venues
Feb 12	Read Chapters 5 & 6 – Exhibitions & Service Contractors
Feb 19	EXAM 1
Feb 26	Read Chapter 7 – Destination management Companies
Mar 5	SPRING BREAK - NO CLASS
Mar 12	Chapter 8 - Special events management, planning and producing MEEC gatherings
Mar 19	Chapter 9 - Food and beverage
Mar 26	EXAM 2
Apr 2	Chapter 10 - Legal issues
Apr 9	Chapter 11 - Technology
April 16	Chapter 12 - Green meetings & Chapter 15 - International aspects of MEEC
Apr 23	FINAL EXAM – Exam 3

	students may take the midterm from any location with a reliable Internet connection.

Required Technological Skills

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:
    1. Select “Canvas (Student)” for the Ticket Type.
    2. Input the Course ID.
    3. In the Summary/Additional Details section, include your operating system, Internet browser, and Internet service provider (ISP).
    4. 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.

Title IX Statement

In any case involving allegations of sexual misconduct, you are encouraged to report the matter to the University Title IX Coordinator in the Office of Civil Rights and Title IX (OCR9). If University faculty become aware of an allegation of sexual misconduct, they are expected to report it to OCR9. If a report is made, someone from OCR9 and/or Campus Victim Services will contact you to make you aware of available resources including support services, supportive measures, and the University’s grievance procedures. More information, including contact information for OCR9, is available at

https://www.fau.edu/ocr9/title-ix/. You may also contact Victim Services at **victimservices@fau.edu** or 561-297-0500 (ask to speak to an Advocate) or schedule an appointment with a counselor at Counseling and Psychological Services (CAPS) by calling 561-297-CAPS.