HTMT 361
Meetings and Convention Management
BCTR 218
Wednesdays 5:30 – 8:15 PM

Instructor: Wayne W. Smith PhD
Office 334, Beatty Center
TEL: 953-6663
Email: smithww@cofc.edu

Office Hours: M & W – 3:30 – 5:00 PM - Other times by appointment

Course Prerequisites: HTMT 210 or permission of instructor; ACCT 203 & Junior Standing

Required Text:

Course Description:
This course is intended to serve as a comprehensive overview of the Meetings, Exhibitions, Events and Conventions (MEEC) industry. Learners will achieve a macro working knowledge of MEEC industry principles, practices, operations and management. Emphasis will be placed on both the supply and demand components of MEEC.

Course Objectives:
The course objectives are:

- To gain a greater understanding of the strategic event planning process.
- To understand the financial and contract management implications related to executing a meeting, convention and event.
- To be able to develop comprehensive strategies for meetings, conventions and events in relation to facilities, services and logistics.
- To examine challenges related to developing and implementing a successful program.
SBE Learning Goals:

The SBE learning goals are:

- *Effective Communications:* Students will write professional documents that are technically correct and concise and make effective presentations utilizing technological tools and ability utilizing relevant discipline specific knowledge.
- *Ethical Awareness:* Students will recognize and be able to appraise ethical dilemmas involved in business decisions and competently engage in discourse aimed at resolution of these dilemmas utilizing relevant discipline specific knowledge.
- *Global Awareness:* Students will recognize and examine the global implications of business decisions while evaluating and integrating innovative applications of these implications utilizing relevant discipline specific knowledge.
- *Problem Solving Ability:* Students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the business environment and apply analytical techniques to formulate creative solutions utilizing relevant discipline specific knowledge.

Professor’s Policies

- Please come see the professor if you need help with the course materials.
  - If the office door is open, please feel free to knock and enter (unless someone else besides me is already in the office).
  - If you want a specific time to meet outside of office hours, please make an appointment via Email.
- Please use your school Email account for all electronic correspondence with the professor & industry clients.
  - When Emailing please put the course number in the subject line and remember to check your grammar and spelling.
  - The professor tries to respond to all correspondence within 24 hours however; sometimes circumstances do arise when that is not possible. If you have not received a reply in 24 hours, please resend the Email with a reminder.
- All assignments are due at the beginning of class in which they are due.
  - All assignments collected after that time are considered late and a 25% per day penalty will be assessed unless prior arrangements between the student and the professor were made.
  - All assignments must be handed directly to the professor. **DO NOT** slide assignments under the professor’s office door!
- Please note that extra credit assignments will not be given.
- When receiving a grade, wait 24 hours before disputing it if necessary.
  - If it is an adding error, it can be corrected immediately however, if it is a substance issue, please wait 24 hours and make an appointment to discuss the grade with the professor.
College of Charleston Honor Code and Academic Integrity

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are clearly related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed by both the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission--is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information stored on a cell phone), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

Disability Statement

This College abides by section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act that stipulates no student shall be denied access to an education “solely by reason of a handicap.” Disabilities covered by law include, but are not limited to, learning disabilities and hearing, sight or mobility impairments. If you have a documented disability that may have some impact on your work in this class and for which you may require accommodations, please see an administrator at the Center of Disability Services, (843) 953-1431 or me so that such accommodation may be arranged.
Grading

<table>
<thead>
<tr>
<th>Class Assignments</th>
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<tr>
<td>Final Exam</td>
<td>35</td>
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<tr>
<td>Major Project</td>
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<td><strong>TOTAL</strong></td>
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<td>A-</td>
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<td>B+</td>
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<td>70 – 72</td>
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<td>D+</td>
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<td>D</td>
<td>63 – 66</td>
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<td>D-</td>
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Class Assignments (30%)

At certain periods during the course assignments will be distributed. These assignments will correspond to the lecture materials, readings and provides a hands-on learning experience critical to engaging the course materials. In order to receive a grade for an assignment, you must be present in class when the assignment is distributed and when it is due to be handed in. If you miss an assignment for a legitimate reason (illness, serious family matters etc.), you must come see the instructor during office hours to discuss the possibility of making up the grade. You may only make up one missed in class assignment per term with the exception of extreme circumstances as judged by the professor.

Major Project (35%)

You will represent and develop an answer to three RFPs’ as if you were working as a representative of the property. You will be graded on your rationales for your choices, the professionalism of the answers and the ability to develop a compelling sales document. More details related to the project will be disseminated in class.

Final Exam (35%)

You will be tested on course content and readings and guest lecture materials in a final exam. It is the student’s responsibility to be available to take examinations during the scheduled times.
CLASS TOPICS
(Subject to Change upon Instructor’s Discretion)

1. Introducing Meetings and Convention Management
2. Strategic Event Management Planning Process
   a. PMM Chapters 2, 18
3. RFP Process
   a. Project Assigned
4. Budgeting
   a. PMM Chapter 3
5. Site Selection Process
   a. PMM Chapters 11, 12 & 16
6. Site Selection Process II
   a. PMM Chapter 14 & 15
7. Contract Negotiations
   a. PMM Chapters 40, 41 & 42
   b. Project Due
8. Preparing Comprehensive Timeline (Project Plan) for Meeting (Event)
   a. PMM Chapters 19, 34
9. Marketing Meetings and Conventions
   a. PMM Chapter 5
10. Managing the Housing Reservation Process
    a. PMM Chapter 25
11. Ordering Food & Beverage
    a. PMM Chapter 26
    a. PMM Chapters 36 & 44
13. Identify successful criteria for evaluation of meeting (event)
    a. PMM (5th Ed) Chapters 45 & 46
14. Final Exam