

Event Planning & Management

HOSP2400 501

Instructor Information

Course Description

Students will become acquainted with the burgeoning field of event planning. This course is designed to provide students with an introduction to the MEEC (Meetings, Events, Expositions and Conventions) Industry. A comprehensive overview of all aspects of the MEEC industry.

Prereq: CHEF 1120 & HOSP 1200

Semester: Fall

Course Student Learning Outcomes

- Understand the core composition elements of various events.
- Describe the history, present state, and future of the event industry.
- Comprehend and explain the global conference industry's segments.
- Define and explain the roles of event industry intermediaries.
- Explain the variety of event management venue facilities.
- Demonstrate skills and processes in event planning.

- Research event fundamentals; destination options, food, beverage, venue decor, and entertainment.
- Understand options for green and socially responsible events.
- Use creative processes, time-management skills, and logical reasoning for decision making.
- Discuss the legal issues associated with event management.
- Understand the use of computer technology in event planning.

College Wide Student Learning Outcomes

- Acquire substantive knowledge
- Communicate effectively
- Develop quantitative literacies
- Think critically
- Express creatively
- Knowledge and skills to be civically engaged
- Work with others in a professional and constructive manner
- Develop information literacy
- Develop computer literacy

Course Prerequisites

CHEF 1120 & HOSP 1200

Communication Plan

I will respond to email within 24 hours on weekdays, 48 hours on weekends.

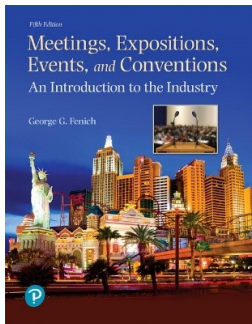
I will offer feedback on major assignments within 1 week.

The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.

Keys for Success (how to succeed in the course)

- Homework assignments submitted by the posted due date will receive up to 10% extra credit.
- Homework assignments are designed to prepare you for the quizzes and examinations. Please take advantage of the extra credit opportunity for all homework assignments submitted by the due date.

Required Text or Materials



Title: Meetings, Expositions, Events and Conventions

Subtitle: An Introduction to the Industry

ISBN: 978-0134735900

Authors: George G Fenich, Ph.D

Publisher: Pearson

Publication Date: 2018

Edition: 5th Edition

For more information on textbook accessibility, contact Accessibility & Disability Services at ads@slcc.edu.

Brief Description of Assignments/Exams

Weekly Homework Assignments:

Answer select questions from the text.

Weekly Discussions:

- Participate on the discussion board by submitting your initial post on or before Saturday by midnight and then responding to two peers on or before the following Monday by midnight when the discussion board closes.
- Ensure your reply is at least 3 sentences in length.

Weekly Quizzes

In general, each chapter quiz:

- Has 25 questions
- You get one attempt
- You have 60 min to complete the quiz
- Only one question will be displayed at a time
- At the end of the quiz you will be able to see your responses, but not the correct answers

Grading Scale

All assignments must be turned in prior to the scheduled completion of the class. All assignments will be graded on a "Percentage System". The following table displays the assignment as percentage of specific areas of evaluation.

Assessment Criteria

Quizzes	15%
Discussions	15%
Homework	30%
Midterm and Final Exams	40%
Total	100%

Grading Scale

A 100% to 94% B- < 84% to 80% D+ < 70% to 67%

A- < 94% to 90%	C+ < 80% to 77%	D < 67% to 64%
B+ < 90% to 87%	C < 77% to 74%	D- < 64% to 61%
B < 87% to 84%	C- < 74% to 70%	E < 61% to 0%

Homework Assignment Policy

- Homework assignments submitted by the posted due date will receive up to 10% extra credit.
- Homework assignments are designed to prepare you for the quizzes and examinations. Please take advantage of the extra credit opportunity for all homework assignments submitted by the due date.

Late Assignment Policy

Homework assignments submitted after the due date will receive a 1.5% grade deduction per day.

How to Navigate to Canvas

Online Tutoring

Students at SLCC have access to online tutoring through Canvas. From your Canvas course click Online Tutoring in the course navigation and follow the steps to set up an appointment. If this is your first time using the Online Tutoring we recommend you click "Take a Tour" to familiarize yourself with the service.

Note that students only receive 480 minutes of tutoring time each semester. After that we encourage you to use the resources found through this link:

<https://www.slcc.edu/tutoring/index.aspx>

If you have any additional questions reach out to elarningsupport@slcc.edu.

Additional Policies

Artificial Intelligence:

Generative artificial intelligence (AI) software is a rapidly emerging tool that students may be interested in using. If doing so, SLCC students are expected to adhere to the same standards as the Code of Student Rights and Responsibilities statement on plagiarism. Presenting generative AI software content as your own is a violation of academic integrity. **If you use generative AI in your work, you must indicate that you have done so.**

Learn more about plagiarism from the SLCC "Code of Student Rights and Responsibilities" (section 5.d of the guide). The guide discusses how to avoid plagiarism when using generative AI tools and content on the "ChatGPT and Citations" page.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Introduce Yourself	Discussion	0
8/23	Chapter 1 Homework	Assignment	100
8/23	Introduce Yourself	Discussion	5
8/23	Scavenger Hunt/Practice Submitting Assignments	Assignment	9

Due Date	Assignment Name	Assignment Type	Points
8/26	Chapter 1 Quiz	Quiz	100
8/26	Discussion Module 1	Discussion	20
8/30	Chapter 2 Homework	Assignment	100
9/2	Chapter 2 Quiz	Quiz	100
9/2	Discussion Module 2	Discussion	20
9/6	Chapter 3 Homework	Assignment	100
9/9	Chapter 3 Quiz	Quiz	100
9/9	Discussion Module 3	Discussion	20
9/13	Chapter 4 Homework	Assignment	100
9/16	Chapter 4 Quiz	Quiz	100
9/16	Discussion Module 4	Discussion	20
9/20	Chapter 5 Homework	Assignment	100
9/23	Chapter 5 Quiz	Quiz	100
9/23	Discussion Module 5	Discussion	20
9/27	Chapter 6 Homework	Assignment	100
9/30	Chapter 6 Quiz	Quiz	100
9/30	Discussion Module 6	Discussion	20
10/4	Chapter 7 Homework	Assignment	100
10/7	Chapter 7 Quiz	Quiz	100
10/7	Discussion Module 7	Discussion	20
10/11	Chapter 8 Homework	Assignment	100
10/14	Chapter 8 Quiz	Quiz	100

Due Date	Assignment Name	Assignment Type	Points
10/14	Discussion Module 8	Discussion	20
10/18	Chapter 9 Homework	Assignment	100
10/21	Chapter 9 Quiz	Quiz	100
10/21	Discussion Module 9	Discussion	20
10/24	Midterm Exam Part 1	Quiz	50
10/24	Midterm Exam Part 2	Quiz	50
10/25	Chapter 10 Homework	Assignment	100
10/28	Chapter 10 Quiz	Quiz	100
10/28	Discussion Module 10	Discussion	20
11/1	Chapter 11 Homework	Assignment	100
11/4	Chapter 11 Quiz	Quiz	100
11/4	Discussion Module 11	Discussion	20
11/11	Discussion Module 12	Discussion	20
11/15	Chapter 13 Homework	Assignment	100
11/18	Chapter 13 Quiz	Quiz	100
11/22	Chapter 14 Homework	Assignment	100
11/25	Chapter 14 Quiz	Quiz	100
11/25	Discussion Module 13	Discussion	20
12/12	Final Exam Part 1	Quiz	50
12/12	Final Exam Part 2	Quiz	60