

LSC Use Only Proposal No: _____ UWUCC Use Only Proposal No: **14-6004**
 LSC Action-Date: _____ UWUCC Action-Date: **AP-9/10/14** Senate Action Date: **App 10/7/14**

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Hospitality Management	Phone 7-2626

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

New Course Course Prefix Change Course Deletion
 Course Revision Course Number and/or Title Change Catalog Description Change

Current course prefix, number and full title: _____

Proposed course prefix, number and full title, if changing: **HOSP 272 Meeting and Convention Management**

2. Liberal Studies Course Designations, as appropriate
 This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

Learning Skills Knowledge Area Global and Multicultural Awareness Writing Across the Curriculum (W Course)
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)

Global Citizenship Information Literacy Oral Communication
 Quantitative Reasoning Scientific Literacy Technological Literacy

3. Other Designations, as appropriate

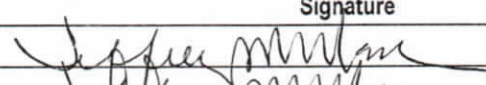


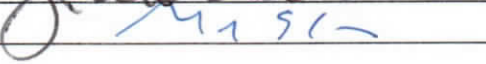
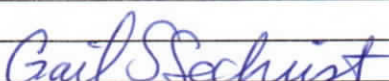
Honors College Course Other: (e.g. Women's Studies, Pan African)


4. Program Proposals


Catalog Description Change Program Revision Program Title Change New Track
 New Degree Program New Minor Program Liberal Studies Requirement Changes Other

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		4-10-14
Department Chairperson(s)		4-10-14
College Curriculum Committee Chair		6-10-14
College Dean		9.4.14
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		9/17/14


SEP 17 2014
Liberal Studies


SEP 9 2014
Liberal Studies

I. Catalog Description

HOSP 272 Meeting and Convention Management

3 class hours
0 lab hours
3 credits
(3c-0l-3cr)

An introduction to the management and economic impact of the convention, meeting, and exposition industry. Focuses on the development of strategies used to manage conferences, meetings and trade shows to include the methodologies unique to each property and group served.

II. COURSE OBJECTIVES

The student will be able to:

1. Define and discuss the economic impact and scope of the convention, meeting and exposition industry.
2. Explain the historical development of meetings, conventions, and exhibitions.
3. Define and illustrate knowledge of the meeting planning industry terminology and definitions.
4. Define and discuss the associations, organizations, and types of clients that hold meetings
5. Discuss and demonstrate techniques of selling and promoting conventions, meetings and expositions.
6. Develop a budget for a meeting and understand the importance of financial analysis in the meeting planning process including costing, pricing, staffing and operational controls to ensure financial success.
7. Review the regulatory agencies and critical legal issues pertinent to events.
8. Describe the job opportunities available in the convention/meeting industry.
9. Understand some of the future trends and issues related to the conference/meeting/convention industry.

III. Course Outline

- A. The Meeting and Convention (MEEC) Industry (3 hours)
 - 1. Development and Trends of the MEEC Industry
 - 2. Components of the Industry
 - 3. Meeting/Convention Professional Job Opportunities and Certification

- B. Strategic Planning for Meetings and Convention (3 hours)
 - 1. Situational Analysis
 - 2. Development of Goals and Objectives
 - 3. Concept Development

- C. Meetings and Conventions as Complex Projects (3 hours)
 - 1. Introduction to MEEC Project Management
 - 2. Historical Perspective
 - 3. Applying Project Management
 - 4. Project Management Life Cycle
 - 5. Project Management Techniques and Processes

- D. Risk Management for Meetings and Conventions (3 hours)
 - 1. Risk Planning and Assessment
 - 2. Creating a Risk Team
 - 3. Developing and Implementing a Risk Management Team
 - 4. Risk Mitigation
 - 5. Security for Meetings and Conventions

- E. Stakeholder Management (3 hours)
 - 1. Identifying Stakeholders
 - 2. Determining Potential Impacts of Stakeholders
 - 3. Planning and Managing Stakeholder Programs and Activities

- F. Accounting and Financial Planning for Meetings and Conventions (3 hours)
 - 1. Developing the Budget
 - 2. Types of Meeting and Convention Budgets
 - 3. Budget Evaluation
 - 4. Managing Cash Flow

- G. Meeting and Convention Program Planning (3 hours)
 - 1. Plan Components and Elements
 - 2. Event Program Development
 - 3. Integration of Marketing Activities with the Meeting and Convention

- H. Planning and Designing the Environment (4 hours)
 - 1. Meeting and Convention Requirements
 - 2. Selection of Venue, Accommodations, and Speakers

3. Contracts and Agreements
4. Staging and Technical Requirements
5. Crowd Management Strategies

I. Site Planning and Management (3 hours)

1. Site Specifications
2. Identifying Sites
3. Designing Site Layout

Exam 1 (1 hour)

J. Food and Beverage Planning (4 hours)

1. Specifications and Guidelines
2. Staffing
3. Banquet Event Order
4. Regulations and Legislation
5. Menu Planning
6. Types of Food and Beverage Operations

K. Marketing of Meetings and Conventions (3 hours)

1. Identifying Target Meeting and Convention Markets
2. Locating and Reaching Target Markets
3. Types of Meeting and Convention Marketing
4. Effective Marketing Strategies

L. Promotion Planning (3 hours)

1. Promotions
2. Sales Promotions and Public Relations
3. Advertising
4. Sales Initiatives in Meetings and Conventions

M. Conclusion (3 hours)

1. Putting the Meeting and Convention Together
2. Meetings and Business Events Competency Standards
3. The Meeting and Convention Professional

Final Exam – During Final Exam Week (2 hours)

IV. Evaluation Methods

The final grade will be determined as follows:

50% Two examinations: true/false, multiple choice, matching, short answer, essay.

- 30% Workshops: students apply course information and principles to various case studies and simulation studies.
- 20% Final Project: students will be required to plan a three-day meeting conference/convention.

V. Grading Scale

90% - 100%	A
80% -89%	B
70% -79%	C
60% -69%	D
< 60%	F

VI. Attendance Policy

Student learning is enhanced by regular attendance and participation in class discussion, therefore the instructor expects all students to attend class. The attendance policy for this class follows the Undergraduate Course Attendance Policy which is included in the Undergraduate Catalog.

VII. Required textbooks, supplemental books and readings

Fenich, G. (2015). *Planning and Management of Meetings, Expositions, Events, and Conventions*. New Jersey: Prentice Hall.

Meeting Planners International (2006). *MPI's Planning Guide: A Source for Meetings and Conventions*.

VIII. Special resource requirements

Students should have access to a computer in order to reference hospitality industry trade journals.

IX. Bibliography

Abbey, J., and Astroff, M. (2011). *Convention Management and Service*, 8th ed. Chicago: American Hotel & Lodging Association Educational Institute.

Goldblatt, S. (2013). *Special Events: Creating and Sustaining a New World for Celebration*. New Jersey: Wiley.

Goldblatt, S. (2012). *The Complete Guide to Greener Meetings and Events*. New Jersey: Wiley.

Malouf, L. (2012). *Events Exposed*. New Jersey: Wiley.

Professional Convention Management Association (2013). *Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions, and Events*. New Jersey: Kendall Hunt.

Course Analysis Questionnaire

Section A: Details of the Course

- A1 How does this course fit into the programs of the department? For what students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

This course will be positioned within the Special Events Management Track. Abundance of course-specific content does not allow incorporation into an existing course.

- A2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

Course does not require changes in existing courses or programs.

- A3 Has this course ever been offered at IUP on a trial basis (e.g. as a special topic) If so, explain the details of the offering (semester/year and number of students).

Course has not previously been offered at IUP on a trial basis.

- A4 Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

Course is not a dual-level course.

- A5 If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

Course will not be taken for variable credit.

- A6 Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

George Mason University: TOUR 440 Meetings and Conventions

Arizona State University: REC 345 Meetings and Convention Management

University of Alabama: RHM 479 Convention Management and Service

- A7 Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.

Content or skills are not recommended or required by a professional agency, accrediting authority, or other external agency.

Section B: Interdisciplinary Implications

- B1 Will this course be taught by instructors from more than one department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

Course will not be taught by instructors from more than one department.

- B2 What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).**

There is no relationship between the content of this course and the content of courses offered by other departments.

- B3 Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.**

This course will not be cross-listed with other departments.

Section C: Implementation

- C1 Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

Faculty resources are adequate.

- C2 What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:

- *Space
- *Equipment
- *Laboratory Supplies and other Consumable Goods
- *Library Materials
- *Travel Funds

No other resources are needed to teach this course.

- C3 Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

No resources for this course are funded by a grant.

- C4 How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

Course will be offered once every two academic years. Course is not designed or restricted to seasonal semesters.

- C5 How many sections of this course do you anticipate offering in any single semester?

One section per offered semester is anticipated.

- C6 How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?

50 students will be accommodated, based upon the capacity of the anticipated classroom.

- C7 Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No professional society recommends enrollment limits or parameters for a course of this nature.

C8 If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

This course is not a distance education course.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

No other information is necessary.