

McLennan

C O M M U N I T Y

COLLEGE

WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

Convention and Group Management

HAMG 2330_F1

NOTE: This is an 8-week course.

KAREN CRUMP

COVID 19 Notice:

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

**CONVENTION AND GROUP MANAGEMENT F22
HAMG 2330**

Course Description:

An application of the essential components of successful convention and meeting planning.

Course Objectives and/or Competencies:

- Analyze the economic impact of the conventions industry
- Describe and compare the various types of conventions, exhibitions, conferences, and the marketing tools used for pre-planning strategies
- Assess requirements for food and beverage service
- Meeting room set-ups, and post-meeting evaluations.

Prerequisites and/or Corequisites:

None required

Minimum Requirements Needed for this Course:

This is an online course. Students should have basic computer skills, knowledge of Office 365 especially Word, Excel and PowerPoint, and a basic understanding of how to use search engines and common web browsers. Access to a computer and internet are required to be successful. There are plenty of computer stations throughout the campus for your use including 2 labs in the BT Building and stations in the library. Check the MCC website for hours of these locations.

Instructor Information:

Instructor Name:	Karen Crump
MCC E-mail:	kcrump@mclennan.edu
Office Phone Number:	254-299-8290
Cell Phone Number:	254-722-6159
Office Location:	BT205
Office Hours:	Mondays 11:30a – 1:00p; 4:00p-5:30p / Wednesdays 12:30p – 4:30pm <i>Appointments are requested; I am willing to meet at other times and other locations if scheduled in advance.</i>
Other Information:	Please no calls before 7:30am or after 7:00pm! Texts are acceptable

Required Text & Materials (etext included in course):

Title: Meetings, Expositions, Events and Conventions
Author: George G. Fenich
Publisher: Pearson
ISBN: 978-0-13-473590-0

[MCC Bookstore Website](#)

The text is provided for you in an e-text format; please check with the bookstore on how to get access.

Methods of Teaching and Learning:

Assigned readings, discussion groups, group/individual projects and presentations, real world case studies, problems and assignments, written reports/papers, exams, and quizzes.

Free Microsoft Office 365:

MCC offers Office 365 free of charge to all MCC students. If you are in need of this software, please type in Office 365 in the search bar on MCC's website to learn how to download it. There are specific directions for those of you with a Chromebook.

Mission Statement: My mission for this class is to give you a better appreciation for the planning, organizing and detailing that goes into most successful events and to provide you with some tools and hands on application of those tools to provide you with the confidence to plan an event yourself.

**CONVENTION AND GROUP MANAGEMENT F22
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Outline or Schedule (subject to change):

WEEK 1: Monday, March 14

Online orientation

Chapter 1: Introduction to the Meetings, Expositions, Events and Conventions Industry

Chapter 2: MEEC Organizers and Sponsors

Chapter 3: Destination Marketing Organizations

WEEK 2: Monday, March 21

Chapter 4: MEEC Venues

Chapter 5: Exhibitions and Trade Shows

Chapter 6: Service Contractors

****TEST#1: Chapters 1-6****

WEEK 3: Monday, March 28

Chapter 7: Destination Management Companies

Chapter 8: Special Events Management

WEEK 4: Monday, April 4

Chapter 9: Food and Beverage

Chapter 10: Legal Issues in the MEEC Industry

****TEST#2: Chapters 7-10****

WEEK 5: Monday, April 11

Chapter 11: Technology and the MEEC Professional

Chapter 12: Sustainable Meetings and Events

WEEK 6: April 18

Chapter 13: Planning MEEC Gatherings

Chapter 14: Producing Meetings and Events

****TEST#3: Chapters 11-14****

WEEK 7: April 25

Chapter 16: Putting It All Together Event preparation time

WEEK 8: May 2

FINAL

Course Grading Information:

Orientation	40
Attendance/Participation	70
3 Chapter Tests	300
Comprehensive Final	100
14 Chapter Quizzes	140
10 Assignments	150
Project/Presentation	<u>200*</u>

1000 points

Allocation of letter grades will be as follows:

A	900 - 1000 points / 90%+
B	800 - 899 points / 80% - 89%
C	700 - 799 points / 70% - 79%
D	600 - 699 points / 60% - 69%
F	<600 points / <60%

****The number of total points may change due to changes in the syllabus; however, the percentages applied will remain the same (ie. 90% of total points**

****Required to Pass**

Your final grade will be kept up-to-date in the grade book based on the assignments that have been graded. You will see something like 45/50. The 1st number refers to your grade from the graded assignments; the 2nd number refers to the points that were available for that graded work. It will not include any assignments not yet graded.

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ORIENTATION (40 points)

Since this is an online class, it is important you understand how the class is organized. Orientation activities are designed to assist you with key information and details. Take it seriously.

ATTENDANCE/PARTICIPATION (70 points)

These will be weekly activities that will count towards your online participation.

CHAPTER TESTS: (400 points)

There will be 3 chapter tests and one final comprehensive final given throughout the semester. Exams will be in a true/false, multiple choice, and short answer format. All exams will be taken in Brightspace.

CHAPTER QUIZZES (10 points/quiz)

You will have a chapter quiz on every chapter. 14 of these will count towards your final grade. Most of these quizzes will be placed on Brightspace.

ASSIGNMENTS (15 points/assignment)

Throughout the semester you will have miscellaneous assignments. These will include answering chapter questions, case studies, and real world exercises.

By the end of the semester, you may have completed more than 10 assignments. Your 10 highest grades will be counted towards your class grade.

EVENT PLANNING PROJECT (200 points)

Since this is an event planning class, you will be planning an event from start to finish. This is an important project for the course and must be completed in order to pass.

GENERAL INFORMATION:

COMMUNICATION

All communication including changes to the syllabus will be sent to you through your MCC email address (your 2 initials student ID#@students.mclennan.edu) and announcements in Brightspace. Please make sure you know how to access both. I would suggest setting up your school email – a gmail account - on your smart phone if you have one. My recommendation is to check your emails several times a day

When sending emails to me, make sure you use effective business format. In the subject line, be specific as to the purpose of your correspondence. Avoid typing in all caps. Be clear and concise in what you are trying to communicate. Although I check emails on a regular basis throughout the day, do not expect an immediate reply. If there is a sense of urgency, email is not the best method to use. Pick up the phone and call me. If texting me for the first time, make sure you identify yourself in case I do not have your number in my contacts.

Before you make the effort to contact me, ask yourself where you can find the answer to your question. For example, have you checked the syllabus? Brightspace? A fellow classmate? Managers in the business world expect you to be problem solvers. This is a skill that can be learned so a good time to practice is now while you are in college.

ASSIGNMENTS

All required assignments for the week can be found in Brightspace under the weekly module. Due dates are also posted on the course homepage under Upcoming Deadlines. It is important that you complete all assignments in the weekly module so I would highly recommend you start there every week for your "to do" list.

You will be using Brightspace to submit all assignments. However, should you encounter challenges, you can email it to me at kcrump@mclennan.edu by the deadline. This should be the exception however so if you need assistance on how to upload in Brightspace, make an appointment with me.

All assignments must be typed in Word – no other formats will be accepted! When saving your assignments, make sure to properly name it. This is good business practice.

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Presentation is important in the business world. Your documents must look professional. For that reason, your homework assignments must look professional. Take a few minutes after completing the assignment and ask yourself if it looks professional. Points may be lost if your submission does not look neat and organized. Font should never be bolded unless you are trying to emphasize a point....spacing should be just right...indents used when needed.

LATE WORK AND MAKE UP WORK:

Due dates and deadlines are important in the business world. If you miss a crucial deadline, it could cost your company a significant opportunity/expense. For that reason, late work will not be accepted unless prior arrangements have been made in advance. So pay attention to due dates!

ADDITIONAL BONUS POINTS CAN BE EARNED:

In the working world, you do not have to be the smartest person to be successful. However, you do have to show initiative, work hard and prove that you care about the company and the business. For that reason, I am going to apply those same principles to this class. You have the opportunity to put forth additional effort and earn additional bonus points to achieve a higher grade.

EXTRA BONUS ASSIGNMENTS (up to 60 points):

1. up to 25 points: Interview a professional meeting planner; write at minimum a 3-page paper presenting the information learned.
2. up to 25 points: Coordinate with a local hotel sales person or a professional meeting planner and spent at least 3-4 hours shadowing them; write a 3-page reflection report on the experience.
3. 10 points Complete the instructor feedback form at the conclusion of the semester

ATTENDANCE:

It is your responsibility to make mature and reliable decisions regarding your commitment and performance to this class. MCC's school attendance policy requires me to take attendance. In this class, attendance has a point value of 10 points per week; you will be responsible for completing a specific activity to earn those points.

According to our school's policy, should you miss 4 classes prior to April 19, I will need to drop you from the class. Remember that you will be financially responsible for the class even if you drop. The college's official policy can be accessed from the link in the addendum.

[Click Here for the MCC Attendance/Absences Policy](https://www.mclennan.edu/highlander-guide/policies.html)
(<https://www.mclennan.edu/highlander-guide/policies.html>)

Click on the link above for the college policies on attendance and absences. Your instructor may have additional guidelines specific to this course.

GRADES:

If you do not agree with a grade, you have one week from the time it is posted to review it with me.

Answers to the tests are not provided. If you would like to review your test, please make a zoom appointment with me so we can review it together.

MY PHILOSOPHY ON LEARNING:

Learning is hard. Learning is frustrating. Learning takes work. It takes time. Learning can also make you uncomfortable. And learning is a CHOICE. The responsibility to learn is yours and yours alone. I am committed to introducing you to new terms, concepts and ideas and helping you in any way I can to sort out any confusion. But you must own the learning part and want it bad enough to ask questions when you do not understand and see me to sort out more complex and time-consuming issues. I will do everything I can to help you on this journey but I will not do the work for you. If you find that you need additional support, more than I can provide, MCC offers plenty of resources in our Student Success department. Feel free to come see me if you would like to explore these services. So in the spirit of learning something new, embrace the work ahead of you! In the words of Dr. Seuss, "Oh the Places You'll Go!" (hopefully you are never too old for a little Dr. Seuss wisdom!)

Instructor Recommendations:

An online course takes self-discipline to achieve success. This class is broken out week by week with specific assignments and activities that must be completed. My recommendation is to always log into the course every Monday, the start of every week, to assess what your week looks like with respect to assignments and deadlines. You may have several chapter quizzes and a test on that chapter in the same week so it is better to plan ahead.

Make sure to go into this class with a back up plan in case your computer crashes and your internet goes down. Know what you will do if one of those scenarios happens. These situations cannot be used as reasons for assignments not getting completed by the deadlines. Know that there are many computer labs available on campus. The library probably offers the greatest availability. Do your research and investigate into these labs so you are better prepared.

Take the orientation seriously so you gain an understanding of the course format and structure on Brightspace.

The textbook is an integral part of the course and chapter reading will be required every week.

Since the responsibility of learning falls on your own personal efforts, make sure to reach out to me if you are confused about something. Before placing the call however, please make sure you check all resources including the syllabus and your classmates to find a solution; my experience has been that answers to most questions can be found there. I do my best to respond to your inquiries as quickly as possible but for planning purposes, anticipate at least a 24-hour turnaround.

Reading and comprehension are key to being successful in an online environment. If you have reached this point in the syllabus, please email me with the subject line, "Syllabus has been read" for an added bonus.

Course Notes:

1. Just a reminder that the announcements section on homepage only shows the last announcement. You must click on the Show All Announcements link to open up all announcements. Same with the deadlines....only 5 show so you must open up the calendar to see them all.
2. Weekly content will not open up until Monday of that week at 8:00am.

Student Behavioral Expectations or Conduct Policy:

I am a "hotelie" at heart and just love the philosophy of Ritz Carlton Hotels, a luxury brand. To borrow from their motto, *"We are Ladies and Gentlemen serving Ladies and Gentlemen"*. Even though this class is in an online format, we will treat each other with mutual respect. If you are frustrated with something and do not understand, please talk to me. I am here for support and to help you succeed. I am not out to get you or make things difficult. But let's face it, sometimes in college you have to do things you don't like doing...that is why a degree offers so much value to employers- it proves you can go the distance! Remember, your behavior and character are the only things that you have complete control of in your life. Make the most of it!

Instructor/Class Academic Integrity Statement:

In the business world, if you are caught stealing, you will immediately lose your job. That same premise will be applied to our class. Cheating on exams or plagiarizing (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) may result in a failing grade and you will be reported to Student Discipline.

TurnItIn

Brightspace has a feature called TurnItIn...it allows me or you to run your assignment through a reader to reveal the percentage of the paper that has been plagiarized. As long as you are within a 0-15% margin, you will be fine; anything higher will result in points lost. Anything higher than 60% will result in a 0 and potential discipline action. There may be a few assignments that I will have this feature turned on. You will be notified when that happens. For those assignments, I encourage you to run your assignment through the service before submitting.

McLennan

C O M M U N I T Y

COLLEGE

ACADEMIC RESOURCES/POLICIES

Accommodations/ADA Statement:

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. For additional information, please visit www.mclennan.edu/disability.

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

disabilities@mclennan.edu

254-299-8122

Room 319, Student Services Center

Title IX:

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at titleix@mclennan.edu or by calling Dr. Drew Canham (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>.

Go to McLennan's Title IX webpage at www.mclennan.edu/titleix/. It contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence, or domestic violence.

Student Support/Resources:

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources or want to explore strategies for balancing life and school, we encourage you to contact a Success Coach by calling (254) 299-8226 or emailing SuccessCoach@mclennan.edu. Students may visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a Success Coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

MCC Foundation Emergency Grant Fund:

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf.

MCC Academic Integrity Statement:

Go to www.mclennan.edu/academic-integrity for information about academic integrity, dishonesty, and cheating.

Minimum System Requirements to Utilize MCC's D2L|Brightspace:

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

Minimum Technical Skills:

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

Backup Plan for Technology:

In the event MCC's technology systems are down, you will be notified via your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

Email Policy:

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails.

Instructional Uses of Email:

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

Email on Mobile Devices:

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for help.

Forwarding Emails:

You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

Disclaimer:

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.