

FACULTY OF GLOBAL & COMMUNITY STUDIES
SCHOOL OF TOURISM MANAGEMENT
COURSE OUTLINE

Term:	Fall 2017	Instructor:	
Course No. (Section):	TOUR 373	Office:	
Course Name:	Convention Management and Service	Telephone:	
Credits:	3	E-mail:	instructor@capilanou.ca
Classroom/Lab:		Office Hours:	
Scheduled:			

COURSE FORMAT: 3hrs/week X 15 weeks, plus an additional hour delivered through on-line or other activities. This course may also be offered in mixed mode format.

PREREQUISITES: None

FOURTH HOUR: Guest Lectures, Field Trips, Group Discussions

COURSE DESCRIPTION: Meetings, expositions, events and conventions (MEEC) are a key part of hospitality operations and contribute significantly to hotel total revenue streams. This course introduces students to this market segment and the role it plays in hotel profitability. Students will examine the sales, servicing, and management of meetings, events, conventions, exhibitions, and trade shows in hotel and resort settings.

COURSE LEARNING OUTCOMES: Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES

Describe the scope of the convention and meetings industry in terms of types of meetings, who holds meetings, and the organizations involved in supplying the convention and meetings industry.

Classify the major differences between the corporate and association meeting segments.

Organize the efforts of the sales team in terms of establishing standard operating procedures conducting sales meetings, assigning account responsibility, and evaluating the sales effort.

Develop a marketing strategy to build a hotel's corporate and/or association meeting business.

Interpret and respond to a Request for Proposal for convention service.

Develop a strategy that prepares for negotiations between meeting planners and hospitality properties

Select components required for food and beverage, housing and audiovisual service needs of meeting clients

Explain the roles and relationships between the various departments in a convention hotel.

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
Homework x 4 (5% each)	20%	I
Chapter quizzes x 6 (2.5% each)	15%	I
Cvent certification	10%	!
Social Tables certification	10%	I
Case study	10%	I
Field trip report	15%	I
Group project: RFP Response	20%	G
Total	100%	

GRADING PROFILE: A+ = 90-100% B+ = 77-79% C+ = 67-69% D = 50-59%
 A = 85-89% B = 73-76% C = 63-66% F = 49% or less
 A- = 80-84% B- = 70-72% C- = 60-62%

GRADING STANDARDS:

A+	All aspects of the work submitted are to exceptional standards. Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).
A	All aspects of the work submitted are to excellent standards. Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).
B	All aspects of the work submitted are to good standards. Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).
C	All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass. Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).
D	Work submitted earns a minimal pass. Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).
F	All aspects of the work submitted are below adequate standards Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).

REQUIRED TEXT and OTHER RESOURCES: James R. Abbey. Convention Management and Service, 9th Ed. Lansing, MI: American Hotel and Lodging Association Educational Institute, 2016.

COURSE CONTENT/SCHEDULE:

The following is meant to serve as a guide for course topics. Homework will be advised at the end of class and posted on Moodle. The instructor reserves the right to make changes, providing students with at least one week's notice. Schedule changes will be posted on Moodle.

WEEK	TOPIC (S)	REQUIRED READINGS/ ACTIVITIES
1	Introduction to the Convention, Meetings and Trade Show Industry	
	Part I: What Are We Selling	
2	<ul style="list-style-type: none"> Roles and responsibilities of the Convention Service Manager, Sales Manager and Meeting Planner Meeting Venues 	
3	Housing <ul style="list-style-type: none"> Room blocks Peak night 	
4	Audiovisual Requirements <ul style="list-style-type: none"> Lighting, sound and video 	Assignment due: Cvent certification Tour: Capilano Theatre
5	Food and beverage service <ul style="list-style-type: none"> Menu development Room set-ups 	
	Part II: How Do We Sell	
6	Organizing for Convention Sales <ul style="list-style-type: none"> Developing a marketing plan 	Assignment due: Social Tables certification Field Trip: Vancouver Convention Center
7	Selling to the Market Segments <ul style="list-style-type: none"> Association Market Corporate Market 	
8	Responding to a Request for Proposal	Assignment due: Field Trip Report
9	Negotiations and contracts <ul style="list-style-type: none"> Site inspection and selection 	
	Part III: Profitability	
10	<ul style="list-style-type: none"> Pricing and mark-up Convention billing 	Assignment due: case study
	Part IV: Delivering Service	
11	<ul style="list-style-type: none"> Preparing for the event 	
12	The Service Function <ul style="list-style-type: none"> Banquet division Pre-convention meeting Service orders 	
13	Group project presentations	Assignment due: RFP response
14 - 15	FINAL EXAM PERIOD	

UNIVERSITY POLICIES: Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

FACULTY POLICIES:

- Attendance:** Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline. **Attendance for weekend courses is mandatory. A deduction of 15% per day missed, or part thereof will be assessed without proper medical documentation.**
- Participation:** This mark, if included as part of the assessment items by the instructor, is based on both the frequency and quality of the student's comments, questions, observations, and involvement, with the emphasis on quality. The quality is determined by, among other things, the relevance, insight and clarity of remarks. Preparing the required readings will support a student's ability to participate. The participation mark is also influenced by professionalism (as described below), attitude and punctuality.
- Professional Behaviour:** Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.
- Cheating and Plagiarism:** Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times. Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University Website.
- Penalties for Cheating & Plagiarism:** A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University Website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.
- Missed Exams & Quizzes:** Will receive a grade of '0' unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A**

doctor's certificate, or other proof supporting the reason for the absence, may be required.

English Usage: All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**

Assignments: Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

Programmable Tools: The use of programmable items such as calculators and dictionaries, etc. is forbidden during tests, quizzes, and exams unless authorized by the instructor. Cell phones are not to be brought to any test, quiz or exam.

Incomplete Grades: Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

Copyright Policy: Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.

Emergency Procedures: Students are required to familiarize themselves with emergency procedures posted in the classroom.