Instructor: Wayne W. Smith PhD  
Associate Professor - Department of Hospitality and Tourism Management  
School of Business – College of Charleston  
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Charleston, South Carolina, USA  
29424-0001  
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Office Phone: 843.953.6663  
Cell Phone: 843.475.4102

Office Hours:  
T & R – 2:00 – 3:00 PM  
Other times available by appointment

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


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:

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
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</thead>
<tbody>
<tr>
<td><strong>What will students know and be able to do when they complete the course?</strong></td>
<td><strong>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</strong></td>
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<tr>
<td><strong>COMMUNICATION SKILLS:</strong> Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.</td>
<td>The students will write in a variety of business formats. This will include memos and RFP responses.</td>
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<td><strong>INTELLECTUAL INNOVATION AND CREATIVITY:</strong> Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.</td>
<td>Students will analyze RFPs to develop business cases. Students will use technology to develop marketing pieces.</td>
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<td><strong>GLOBAL CIVIC RESPONSIBILITY:</strong> Students will be able to integrate knowledge and skills in applications that facilitate student articulation and response to social, ethical, environmental and economic challenges at local, national and international levels.</td>
<td>Students will complete an assignment related to ‘green events.”</td>
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<td><strong>SYNTHESIS:</strong> Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings, in the completion of complex and comprehensive tasks.</td>
<td>The RFP major project will require students to address internal as well as external approaches to business development.</td>
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<td><strong>QUANTITATIVE FLUENCY:</strong> Students will demonstrate competency in logical reasoning and data analysis skills. You will be asked to demonstrate these skills by completing your class assignments such as Charleston City Council assignment.</td>
<td>The students will examine and analyze statistics related to revenue management in an event setting.</td>
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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>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Readings Quizzes</td>
<td>20</td>
</tr>
<tr>
<td>Class Assignments</td>
<td>40</td>
</tr>
<tr>
<td>Major Project</td>
<td>40</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
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<tr>
<td>A</td>
<td>94 - 100</td>
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<tr>
<td>A-</td>
<td>90 – 93</td>
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<tr>
<td>B+</td>
<td>87 – 89</td>
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<tr>
<td>B</td>
<td>83 – 86</td>
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<tr>
<td>B-</td>
<td>80 – 82</td>
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<tr>
<td>C+</td>
<td>77 – 79</td>
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<tr>
<td>C</td>
<td>73 – 76</td>
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<tr>
<td>C-</td>
<td>70 – 72</td>
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<tr>
<td>D+</td>
<td>67 – 69</td>
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<tr>
<td>D</td>
<td>63 – 66</td>
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<tr>
<td>D-</td>
<td>60 – 62</td>
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</tbody>
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Readings Quizzes (30%)

There will be a series of online quizzes related to the readings. Each quiz is weighted the same.

Class Assignments (40%)

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 (40%)

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.
CLASS TOPICS
(Subject to Change upon Instructor’s Discretion)

1. January 9th - Introducing Meetings and Convention Management
2. January 14th – Selling Destinations - Bobby Piltch – Sales Manager, Government & Citywide Conferences/Convention - Charleston CVB
   i. Cameron Westbrook CVENT
   ii. CVENT project started
4. January 21st – MLK Day – NO CLASS
5. January 23rd – Introducing RFPs - Dave Scypinski – Conference Direct
   i. Dress business casual
   ii. Quiz Chapters 1, 2 & 3
   i. Dress business casual
   ii. Quiz Chapters 4 & 7
7. January 30th – Prospecting – Charlie Wellman - Charleston Place
   i. Dress business casual
8. February 4th – Planning and Producing Meetings
   i. Quiz Chapter 9
9. February 6th - Walk troughs - Tiffany Purpore, Director of Sales, Kiawah
   i. Quiz Chapter 15
   ii. Dress business casual
10. February 11th – Wayne @ Conference – Cross Cultural Project
11. February 13th – Contract Negotiations – Dave Scypinski Conference Direct
    i. Quiz Chapters 6 & 11
12. February 18th – Budgeting, Timelines & Revenue Management
    i. Quiz Chapter 9
    ii. Cross cultural project due.
13. February 20th – Group Project Work Day!
    i. Quiz Chapter 12
14. February 25th – Major Projects Due!
15. February 27th – RFP Presentations