HTMT 362-01 – Event Management
Spring 2016

Instructor Information:
Graham Ervin, Adjunct Professor
Hospitality & Tourism Management
School of Business, College of Charleston
Email: ervin.graham@gmail.com
Phone: 864.940.4859

Office Hours:
By appointment only via email.

Class Information:
This course meets Wednesdays from 5:30 p.m. to 8:30 p.m. in Tate 133. The class begins January 13, 2016 and finishes April 20, 2016. There is no final exam for this class.

Required Materials:

Course Objectives:
This course is designed to provide students with an introduction to the MEEC (Meetings, Events, Expositions and Conventions) Industry.
By the end of the course, students should:
• Understand the scope and magnitude of the MEEC industry
• Know the various knowledge, skills, and abilities that are necessary to be a successful event professional
• Know the tasks and activities involved in producing a meeting or event
• Be familiar with the issues involved in producing a meeting or event

Topics:
• Event Organizers and Sponsors
• Social Media Marketing
• Community Relations
• Fundraising
• Social Responsibility
• Destination Marketing
• Service Contracts
• Special Events Management
• Food and Beverage
• Risk Management

School of Business Learning Goals:
• **Effective Communication**: Students demonstrate the ability, via both written and spoken word, to effectively present, critique and defend ideas in a cogent, persuasive manner.
• **Quantitative Fluency:** Students demonstrate competency in logical reasoning and data analysis skills.

• **Global and Civic Responsibility:** Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues.

• **Intellectual Innovation and Creativity:** Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.

• **Synthesis:** Students 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.

**Class Attendance:**
Class attendance is crucial for any course; students are expected to attend all classes and meetings of each course in which they enroll. Attendance for this course is mandatory and students are responsible for the entire content of the course.

**Assignments:**
Note: Any assignments turned in late or incomplete will receive a zero.

**Participation Assignment (5 pts.):** Each week, students from the class will be assigned to present a current event management issue in the news and how it relates to the material of study. A “one-sheet” brief should be printed and distributed to classmates. One-sheets should tell the 5Ws and H, note the article’s source.

**LinkedIn Profile (5 pts.):** ([www.linkedin.com](http://www.linkedin.com))
Students will sign up for a new account or update an existing account. An important online networking tool, LinkedIn is an ideal place to connect with local and national business professionals and search for jobs. All students will post a professional photo of themselves on their page. An updated or new profile includes previous work experience with job descriptions and possible recommendations from previous supervisors. Students should seek to add the people they meet in class and guest speakers throughout the course to their contacts.

**Industry Professional Interview & Paper (20 pts):** Contact a local professional in the hospitality industry and schedule an informational interview. A list of questions will be provided. Answers from the interview should be typed in a report, telling a story of their day-to-day job, lessons learned in the industry and best advice for students.

**Writing Assignments:** Written assignments should be typed (no larger than 12 point) and double-spaced with one-inch margins. When references are included, they should follow APA guidelines. Pay special attention to spelling, grammar and punctuation. Grammatical errors will cost one (1) point each. Spelling errors will cost two (2) points each.
**Special Event Volunteer (10 pts):** You must volunteer at an event or festival during the semester. A form to be complete by the event organizer will be provided. All forms must be turned in before the last day of class, no exceptions.

**Tests (60 pts.):** Three tests will be distributed throughout the semester based on the reading material. Each test is worth 20 points for a total of 60 points towards your final grade. Test will be a combination of multiple choice, short essay and fill-in-the-blank questions.

**Grading:**
Participation Assignment: 5 points  
LinkedIn Profile: 5 points  
Special Event Interview: 20 points  
Special Event Volunteer: 10 points  
Tests: 60 points (3 at 20 points each)  
**TOTAL: 100 points**

This class will be based on a system of 100 points. Your final grade assignment will be based on your total score and the standard criterion will be used for this grade assignment.

**Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94 or above</td>
</tr>
<tr>
<td>A-</td>
<td>90-93</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
</tr>
<tr>
<td>C-</td>
<td>70-72</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
</tr>
</tbody>
</table>

**Course Calendar:**  
*Note: This syllabus is subject to change.*

**Week 1: January 13**  
- Course Introduction/Assignments  
- Chapter 1 – Introduction/Key Terms  
  - **Note:** All reading assignments are to be completed prior to class moving forward.

**Week 2: January 20**  
- Chapter 2 - Industry Background/Meeting Planning  
- Chapter 3 - Destination Marketing  
- Guest Speaker – Sandy Nivens, Charleston Convention & Visitor's Bureau  
  
**Assignment Due:** Personal Bio and LinkedIn Profile (printed)

**Tuesday, January 26 – Special Event**  
*Open House at The Cedar Room in the Cigar Factory from 4 p.m. to 7 p.m.*  
*Volunteers needs from 3 p.m. to 8 p.m.*

**Week 3: January 27**  
- Chapter 4 – Meeting and Convention Venues  
- Chapter 5 – Exhibitions  
- Guest Speaker – Kourtney Jones, Hilton Hotels
Week 4: February 3
- Test 1

Week 5: February 10
- Chapter 6 – Service Contractors
- Chapter 7 – Destination Management Companies
- Guest Speaker – Laura Kate Whitney, Charleston Wine + Food Festival

Week 6: February 17
- Chapter 8 – Special Events Management
- Chapter 9 – Planning and Producing
- Guest Speaker – Luke Wilson, Wedding Planner

Week 7: February 24
- Chapter 10 – Food and Beverage
- Guest Speaker – Sarah Adams, Chef for The Bad Bitches

Week 8: March 2
- Test 2

Week 9: March 9 – Spring Break, No Class

Week 10: March 16
- Chapter 11 – Legal Issues
- Guest Speaker – Brittany Boykin, J.D.

Week 11: March 23
- Chapter 12 – Technology and the Meeting Professional
- Guest Speaker – Scott Ashley, PDA Lighting and Sound

Week 12: March 30
- Chapter 13 – Green Meetings

Assignment Due: Special Event Interview Paper

Week 13: April 6
- Chapter 14 – International Aspects

Week 14: April 13
- Chapter 15 - Final Review

Week 15: April 20
- Test 3

Center for Student Learning
I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, Supplemental Instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information
Ervin 5

regarding these services please visit the CSL website at http://csl.cofc.edu or call (843) 953-5635.

**Academic Honesty/Honor Code:**
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 related more to a misunderstanding will be 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 both by 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 via a cell phone or computer), 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://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php

**Disability Statement from the SNAP Office:**
The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me as soon as possible and for contacting me one week before accommodation is needed.