

San José State University
Department of Hospitality, Tourism and Event Management
HSPM 140 Meeting, Convention and Event Industry
Fall 2019

Course and Contact Information

Instructor:	Jie Gao, Ph.D.
Office Location:	MH 410
Email:	jie.gao@sjsu.edu
Office Hours:	Tu 10:30AM – 12:00PM, Th 10:30AM – 12:00PM, or by appointment
Class Days/Time:	TuTh 1:30PM - 2:45PM
Classroom:	Sweeney Hall 120

Course Description

Welcome! The goal of this course is to introduce to you about the meeting planning and convention services. Focal topics include committees, amenities, operations logistics, venue selection, technology, virtual meetings, registration, catering arrangements, sustainable operations and evaluation.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

1. To demonstrate an adequate professional vocabulary.
2. To recognize the key players in the convention and meetings industry and describe their roles and contributions.
3. To describe the general purpose of destination marketing organizations and destination management companies.
4. To describe the basic operations of convention centers.
5. To identify technological tools that are beneficial for meeting planners and attendees.
6. To identify various aspects of food and beverage functions.
7. To develop and implement sustainability plan for conventions and meetings.
8. To develop an international perspective that embraces the globalization of MEEC.
9. To design a meeting event, including objectives, strategies, logistics, and management.

Required Texts/Readings

Textbook (Recommended)

- *Fenich, G. (2019). Meetings, Expositions, Events, and Conventions: An Introduction to the Industry, Fifth Edition. Pearson. ISBN-13: 9780134735900.*
- *Ramsborg, G. (2015). Professional Meeting Management: A Guide to Meetings, Conventions and Events, Sixth Edition. Agate Publishing. ISBN-13: 9781932841978.*

Additional readings and resources will be distributed in class and/or posted on Canvas.

Course Requirements and Assignments

- 1. Exercises & Participation:** There will be in-class and out-of-class exercises randomly assigned throughout the semester. They will be used to enhance students' understanding of course material. Taken together, these exercises will count for 15% of the final grade. **Missing an exercise will result in zero for the exercise unless 1) resulting from a University Sanctioned excuse and an official university documentation is required, or 2) an excuse letter from a medical provider is provided in the situation of being sick.*
- 2. Exams:** There are three exams in this class. Each exam is based on lectures, in class discussion, class exercises, videos, required text and readings, and is worth 15% of the final grade. The total for the 3 exams is 45% of the final grade. These exams will take place in this room. Use of the textbook or notes will not be allowed during the examinations. **Failing to take the exam at the appointed time will result in a zero being assigned for the exam unless 1) prearranged with instructor, 2) resulting from a University Sanctioned excuse.*
- 3. Cvent Certification:** Complete the one-hour long Cvent University training and take the certification exam online. Cvent University is a free certification program on the Supplier Network to Hospitality and Tourism Management programs across the country. You will be learning about how to create an online request for proposal and acquiring a professional certificate during the process. Your grade points on this assignment are based on Cvent exam score received.
- 4. Meeting & Convention Software Presentation:** This assignment intends to help you learn about development and application of software and technology in the meeting and convention industry. A list of software programs/technologies is provided on Canvas, and you will conduct in-depth research on the technologies that you are interested in. Detailed guidelines will be provided. **If the report is turned in late, 50 points will be deducted for every 24-hour period it is late. Papers that are more than one day late will NOT be accepted without prior arrangement with the instructor.*
- 5. Final Group Project and Presentation:** Students will work in groups to complete a meeting and convention related project. Information, requirements, and grading criteria for the group project and presentation will be provided later in the semester and posted on Canvas. The group project and presentation will count for 25% of the final grade. **If the report is turned in late, 50 points will be deducted for every 24-hour period it is late. Papers that are more than one day late will NOT be accepted without prior arrangement with the instructor.*

Grading Information

Rubrics will be posted on Canvas.

Determination of Grades:

Grading will be based on the following assignments:		
	Point Value	Total %

1. Exercises & Participation	150 pts.	15%
2. Exams	3@150 pts.	45%
3. Cvent Certification	50 pts.	5%
4. Software Presentation	150 pts.	15%
5. Final Group Project and Presentation	200 pts.	20%
	1000 pts.	100%

All the final grades are based on the percentages as shown in the following table.

% Earned	Letter Grade
97-100	A+
93-96.99	A
90-92.99	A-
87-89.99	B+
83-86.99	B
80-82.99	B-
77-79.99	C+
73-76.99	C
70-72.99	C-
67-69.99	D+
63-66.99	D
60-62.99	D-
59.99 and below	F

Classroom Protocol

Canvas Use

Class syllabus, additional required readings, guidelines for assignments, and weekly announcements etc. will be posted on Canvas. Important class dates and announcements will be distributed through Canvas mail utility. Please check your emails and Canvas site regularly and prior to each class meeting (make sure your Canvas email is forwarding appropriately). Students are responsible for keeping track of changes in the course syllabus made by the instructor throughout the semester.

Class Participation

You are expected to attend and participate in all classes. Please come to class prepared and on time, check the Canvas course site every week, having read the readings, and completed assignments on time. You are expected to display a good attitude, flexibility, open-mindedness, and respectfulness. You should always be on time and not use cell-phones at all during class sessions. Mutual respect is expected in the classroom, including a respectful tone in discussion and questions and refraining from talking while the Instructor is presenting materials or otherwise disrupting class.

Submission Deadlines

You are expected to understand the meaning of this syllabus, which acts as the overall instructions for this course, including course schedule, assignments, due dates, grading, etc. You should also understand the meaning of due dates (i.e., deadlines), which are the designated dates on which the assignments fall due. If you

have a late submission, please note our late policies for each assignment. For each assignment, detailed instructions will be distributed as the assignment is announced in class. With the syllabus, assignment instructions, due dates, late policies and other policies, our class can be operated normally.

Submission Requirements

All assignments should be typed and double-spaced using 12-pt., Times New Roman font with 1-inch margins all around in a .doc or .docx format. No Mac doc files. Save/submit the electronic copy into Canvas using the following system: “Lastname_Assignment_Date.” Please include your name, date, assignment name, and course # on all documents. Please ensure that you properly cite any and all references. If assignments fail to follow this format, points will be deducted.

Students completing courses at the University level should be writing and preparing documents that demonstrate high-level achievement, depth of thought, and careful editing and preparation. Documents that are submitted with poor grammar, slang, mis-spelled words, wrongly placed words (which happens when the spell checker changes incorrect spelling to a correct word that is not appropriate for that setting), and other careless errors or mistakes related to lack of proofreading may result in deduction of points from assignments. Mistakes happen, but chronic mistakes in this area will result in up to 10% deduction depending on the impact the mistakes have on the assignment quality.

University Policies

Per [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>”. Make sure to visit this page, review and be familiar with these university policies and resources.

Course Schedule **Some tweaking of the schedule might occur; please note all changes.*

WEEK	DATE	TOPIC	ASSIGNMENTS
1	8/22	• Welcome and Syllabus	• Read syllabus
2	8/27	• Introduction to Meetings and Conventions	• Fenich (2019) Chapter 1
	8/29		
3	9/3	• Exhibitions	• Fenich (2019) Chapter 5
	9/5	• All About the Exhibitors	
4	9/10	• Cvent Certification	• Textbook reading
	9/12		
5	9/17	• Destination Marketing Organizations	• Fenich (2019) Chapters 3 & 7
	9/19	• Destination Management Companies	
6	9/24	• Exam 1 Review & Exam 1	• Exam 1 due by 6pm, 9/26
	9/26		
7	10/1	• Meeting Software & Technology	• Fenich (2019) Chapter 11 & Readings on Canvas
	10/3		
8	10/8	• Planning & Producing Gatherings	• Fenich (2019) Chapters 13 & 14
	10/10		
9	10/15	• Green Meetings	

	10/17		• Fenich (2019) Chapter 12
10	10/22	• Exam 2 Review & Exam 2	• Exam 2 due by 6pm, 10/24
	10/24		
11	10/29	• Food & Beverage	• Fenich (2019) Chapter 9
	10/31		
12	11/5	• International Aspects	• Fenich (2019) Chapter 15
	11/7		
13	11/12	• Data Analytics in Meetings	• Readings on Canvas
	11/14		
14	11/19	• Group Presentations	• Group Presentation PPT & Peer Review due at 10am, 11/21
	11/21		
15	11/26	• Group Presentations	
	11/28	No Class – Happy Thanksgiving ☺	
16	12/3	• Exam 3	• Exam 3 due by 6pm, 12/5
	12/5		
17	Final Week – Group paper due by 11:59pm, Dec. 16		