



CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2019	COURSE NO: TOUR 373	
INSTRUCTOR:	COURSE TITLE: Convention Management and Service	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode format.

COURSE PREREQUISITES

60 credits of 100-level or higher coursework

CALENDAR 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.

REQUIRED TEXTS AND/OR RESOURCES

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

Additional case studies and course content may be distributed in class

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. **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
2. **Classify** the major differences between the corporate and association meeting segments
3. **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
4. **Develop** a marketing strategy to build a hotel's corporate and/or association meeting business
5. **Interpret** and respond to a Request for Proposal for convention service
6. **Develop** a strategy that prepares for negotiations between meeting planners and hospitality properties
7. **Select** components required for food and beverage, housing and audiovisual service needs of meeting clients
8. **Explain** the roles and relationships between the various departments in a convention hotel

COURSE CONTENT

Week	Topic(s)	Required Readings/ Activities
1	Introduction to the Convention, Meetings and Trade Show Industry	Chapter 1
Part I: What Are We Selling		
2	Housing Room blocks Peak night	Chapter 11
3	Field Trip	Field Trip Report
4	Audiovisual Requirements Lighting, sound and video	Chapter 15
5	Food and beverage service Menu development Room set-ups	Chapter 13 Chapter 14
Part II: How Do We Sell		
6	Organizing for Convention Sales Developing a marketing plan	Chapter 3 Start: Social Tables certification
7	Selling to the Association Market	Chapter 4 Quiz 1 Start: Cvent certification
8	Selling to the Corporate Market Selling to Other Markets	Chapter 5 Chapter 6
9	Responding to a Request for Proposal Negotiations and contracts Site inspection and selection	Chapter 9



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Part III: Profitability		
10	Pricing and mark-up Convention billing	Chapter 9 Chapter 18 case study
Part IV: Delivering Service		
11	Preparing for the event	Chapter 12 Homework 2
12	The Service Function Banquet division Pre-convention meeting Service orders	Chapter 10 Quiz 2
13	Group project presentations	
14-15	Final Exam Period	

EVALUATION PROFILE

Assessment	% of Final Grade
Homework	20%
Chapter quizzes	15%
Event Application Assignment 1	10%
Event Application Assignment II	10%
Case study	10%
Venue/Supplier Report	15%
Group project	20%
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 = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed, unless specified differently by the instructor. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only or as suggested by the instructor.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

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

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.