

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 440—Meetings and Conventions
Spring 2011

DAY/TIME:	TH 4:30 – 7:10 p.m.	LOCATION:	PW-BRH #132
ADJUNCT PROFESSOR:	Adriane Alfred	EMAIL ADDRESS:	aalfred@gmu.edu
		PHONE NUMBER:	202-582-1599
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PREREQUISITES

TOUR 200 and PRLS 310

If you do not meet the prerequisite requirement, you will be dropped from this course automatically.

COURSE DESCRIPTION

Analyzes meetings, incentives, conventions, and exhibitions with respect to business environment and structure, industry suppliers, site and facility selection, human resource management, legal and financial issues, marketing and promotion, and event organization.

COURSE OBJECTIVES

At the completion of this course, you should be able to:

- 1) describe the scope and evolution of conventions and meetings;
- 2) recognize and apply relevant theories to the convention and meeting process;
- 3) create marketing and sales materials for conventions and meetings;
- 4) understand site and facility selection, including negotiations and contracts;
- 5) describe the purpose of reservation systems;
- 6) recognize different types and purposes of function rooms;
- 7) understand food and beverage services at conventions and meetings; and
- 8) qualitatively and quantitatively evaluate conventions and meetings

COURSE OVERVIEW

Students are held to the standards of the George Mason University Honor Code. You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due or **no credit will be given**.

REQUIRED READINGS

Wallace, E. Manju, M. Heath, A. & McCann, D. (2008). *The Convention Industry Council Manual (8th edition)*. Virginia: Innovative Publishing, Inc.

EVALUATION

This course will be graded on a point system, with a total of 100 possible points.

Requirements
Exam

Points

#1	Mid Term Exam	15
#2	Final Project Conference Planning Binder	25
#3	Mock Event	20
#4	Class Participation	20
#5	Final Exam	<u>20</u>
TOTAL		100

Grading Scale

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS/ASSIGNMENT DUE
TH	January	27	Introduction/Strategic Event Planning and ROI/Setting Goals & Objectives	Chapters 1/2/3/4
TH	February	3	Budgeting/Accounting/Contracts and Insurance/Risk Management	Chapters 8/9/10/15
TH	February	10	Planning Program Content/Continuing Education/Evaluations – Guest Presenter	Chapters 5/6/7
TH	February	17	Destination Selection/Venue Selection/International Events/Green Events	Chapters 11//12/13/14
TH	February	24	Accessibility/Communications w/Event Facilities/Event Specification Guides/Function	Chapters 16,17, 27,28
TH	March	3	Review & Present Guidelines for Final Project	
TH	March	10	Mid Term Exam/Mock Event	
TH	March	17	Convention Services/Support Services/Audio Visual/Transportation/Shipping	Chapters 18/19/29/31,32
TH	March	31	Registration/Reservations and Housing – Guest Presenter	Chapters 24/25
TH	April	7	Technology: Meeting and Convention Websites/Computer	Chapters 21, 22, 23
TH	April	14	Marketing, Promotion and Publicity/ Etiquette and Protocol/Ethics	Chapters 26, 34, 35
TH	April	21	Special Events & Entertainment/ Exhibitions/ Food & Beverage – Guest Presenter	Chapters 20/33/30
TH	April	28	Final Project Due & Oral Presentations	
TH	May	7	Final Exam	

Note: Faculty reserves the right to alter the schedule as necessary.

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].

CLASS POLICIES

1.Attendance, Punctuality and Participation

Regular attendance and punctuality are essential to your success in TOUR 412. Demonstrate your business acumen by attending all class sessions and being on time. Attendance will be taken at the beginning of each class. Absenteeism, late arrival to class and early leave taking can affect your overall grade in the class. Beyond any grade penalties for ongoing absences or habitual tardiness, the instructor may issue an “F” grade for the overall course if, after written warning, the student’s absence or tardiness continues at a level that constitutes “non-participation.”

2.Short Assignments: Homework/In-Class Assignments/Directed Readings

Throughout the semester, you will regularly have short assignments, including homework, in-class assignments and directed readings. These assignments are to be completed independently unless otherwise indicated by your instructor. None of these assignments will be accepted late, nor can they be made up. Your two lowest short assignment grades will be dropped.

3.Quizzes

Throughout the semester, you will regularly have quizzes, both announced and unannounced. None of these quizzes will be accepted late, nor can they be taken early or made up. Your lowest quiz grade will be dropped.

4.Midterm and Final Exams

The midterm and final exams must be completed on the scheduled dates. Only documented absences will be considered for make-up exams.

5.Instructor Arrival Policy

If your instructor is not in the classroom at the start of class time, please wait 15 minutes before leaving.

6.Inclement Weather Policy

Call 703-993-1000 in the case of inclement weather to determine if class will be held.

7.Syllabus Changes

Your instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may apply to the course schedule, specific activities, evaluation or policies. Any changes will be clearly communicated to all students.

