

George Mason University
College of Education and Human Development
School of Sport, Recreation, and Tourism
Management
Tourism and Events Management

TOUR 440_002 Meetings & Conventions
3 Credits, Fall 2020
Mondays 4:30pm-5:45pm
Online (Synchronous)

Faculty

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Prerequisites

TOUR220 and PRLS 310. This is a MUST condition. Prerequisite enforced by registration system. If you do not meet the prerequisite requirement, the professor will (has to) drop you from this course.

University Catalog 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 Overview

- 1. Cell/smart phones and laptops policy:** Cell phones must be turned off or silenced during the online class. If a student is found playing games or on other sites not related to the course, that student will no longer be permitted to utilize electronic note taking for the course.
- 2. Attendance and participation:** Each absence that is not excused by a professor in advance will reduce 10 points from your attendance score of 50. If a student misses more than 5 classes (50 points deduction), additional 10 points per each additional absence will be deducted from the final score of course without limit. The definition of “full attendance” is attending an entire class (4:30 pm~ 5:45 pm). A full credit of attendance will only be given to those students who attend the full class and complete in-class activities.. Attendance check will be done at the beginning of classes.

Excuses to miss class will be considered only when family or health emergency occurs and only that is documented. Leaving class early due to a special occasion should be notified to your instructor

prior to the beginning of classes. Attendance credit will be given based on the length of hours stayed in a class. Leaving class to study for another class is not an excused absence.

Specific rule on group project

There are multiple occasions that the class is given a group project time during the class hours- this is counted as a class and all students should remain in the online class space and attend. If failed to do so it will result in deduction of attendance credit.

Course Delivery Method

This course will be delivered online (76% or more) using a synchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on or before Monday, August 24th, 2020 at 12:00 a.m.

Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
 - [Adobe Acrobat Reader: <https://get.adobe.com/reader/>]
 - [Windows Media Player: <https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>]
 - [Apple Quick Time Player: www.apple.com/quicktime/download/]

Expectations

- Course Week: Our week will start on Monday, and finish on Friday.
- Log-in Frequency: Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 3 times per week.
- Participation: Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence: Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues: Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- Workload: Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support: Students may schedule a one-on-one ONLINE OR TELEPHONE meeting to discuss course requirements, content or other course-related issues. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette: The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- Accommodations: Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

Learner Outcomes

This course is designed to enable students to do the following:

1. An understanding of the meetings industry.
2. Technical/professional skills required to properly execute and manage meetings, conference, exhibition, and conventions.
3. Apply knowledge and techniques to real world situations.

Professional Standards

N/A

Required Texts

N/A, course PPT slides and reading materials will be provided.

Suggested text

Event Industry Council Manual (9th Edition). (2014) Washington, DC: Event Industry Council

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Assignments and Examinations**

It is expected that all assignments be completed on time. Each assignment not completed IN TIME will result in a loss of 10 points per each late day in addition to any points the actual assignment may be worth.

Type	Points	Due Date
Attendance and in-class participation	50	Each class
Midterm	80	Oct. 5 (Mon) 4:30 pm ~5:45 pm
Weekly quizzes (3 point x 10 times)	30	Throughout the semester
Weekly discussion Board (5 point x 12 times)	60	Throughout the semester
Team Project 1) Oral presentation (30) 2) Portfolio (70)	100	Oral: Nov 30 (Mon) Portfolio due: Dec 5 (Sun)
Final Exam	80	Dec. 14 (Monday) 4:30 pm ~7:15 pm
Total	400	

Team Project

Students will form a group of 4 students and develop a meeting planning portfolio based on the provided scenario.

1) Portfolio

Each team will develop a meeting portfolio according to specifications provided by the professor. Each team will also present their work to the class with Power Point slide. Details will be discussed in the class at the beginning of semester.

2) Oral Presentation

Each team will be given 10 minutes (including Q&A) to present their final project. Detailed grading matrix will be given later of this semester. Oral presentation will be evaluated by the professor, invited industry professionals panel and classmates.

Examinations

Online exams will include a midterm and a final exam. They will be conducted on the scheduled date/time only.

Notes: *Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. Make up exam may be an essay type.

• **Grading Policies**

388 - 400 (97%-100%)	A+
376 -387 (94% - 96.9%)	A
360- 375 (90%-93.9%)	A-
352 -359 (88%-89.9%)	B+
336- 351 (84%-87.9%)	B
320- 335 (80%-83.9%)	B-
312- 319 (78%-79.9%)	C+
296- 311 (74%-77.9%)	C
280 -295 (70%-73.9%)	C-
240- 279 (60%- 69.9%)	D
0 - 590 (0%-59%)	F

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

Class Schedule

WEEK	DATE	TOPIC	Activity (including weekly quiz and discussion forum)
1	8/24	Introduction to Meetings and Conventions Syllabus Review	Posted on Blackboard
2	8/31	Meeting Components & Types of Meetings Final project review and team member selection Setting goals and objectives	Posted on Blackboard
3	9/7	Attendee Profile	Posted on Blackboard
4	9/14	Budgeting, Part 1	Posted on Blackboard
5	9/21	Site selection	Posted on Blackboard
6	9/28	Programming Mid-term exam review	Posted on Blackboard
7	10/5	Mid-term Exam	Posted on Blackboard
8	10/12	Logistics Part 1	Posted on Blackboard
9	10/19	Logistics Part 2	Posted on Blackboard
10	10/26	Food and Beverage	Posted on Blackboard

11	11/2	Budgeting Part 2	Posted on Blackboard
12	11/9	Sustainability in Meetings	Posted on Blackboard
13	11/16	Meeting Technology	Posted on Blackboard
14	11/23	Group project work day (Live Q)A session) Thanksgiving Break	Posted on Blackboard
15	11/30	Final Project Oral Presentations <u>Final Project Due (12/6)</u>	Posted on Blackboard
16	12/7	Final Exam	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

Core Values Commitment

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles:

<http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason 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 with disabilities who seek accommodations in a course must be registered with

George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).

- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.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/>).
- 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 Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:

As a faculty member, I am designated as a "Responsible Employee," and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason's Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason's confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason's Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.