Eastern Illinois University
New Course Proposal
FCS 3740, Professional Hospitality Meeting Management

Please check one:  ☑ New course  ☐ Revised course

PART I: CATALOG DESCRIPTION

1. Course prefix and number, such as ART 1000:  FCS 3740
2. Title (may not exceed 30 characters, including spaces):  Professional Meeting Management
3. Long title, if any (may not exceed 100 characters, including spaces):  Professional Hospitality Meeting Management
4. Class hours per week, lab hours per week, and credit [e.g., (3-0-3)]:  3-0-3
5. Term(s) to be offered:  ☐ Fall  ☑ Spring  ☐ Summer  ☐ On demand
6. Initial term of offering:  ☐ Fall  ☑ Spring  ☐ Summer  ☐ Year:  2010
7. Course description (not to exceed four lines):  Strategic aspects of hospitality meeting and event management with an emphasis on full service hotel and convention/conference facilities.
8. Registration restrictions:
   a. Identify any equivalent courses (e.g., cross-listed course, non-honors version of an honors course). N/A
   b. Prerequisite(s), including required test scores, courses, grades in courses, and technical skills. Indicate whether any prerequisite course(s) MAY be taken concurrently with the proposed/revised course.
          FCS 2740, FCS 2784
   c. Who can waive the prerequisite(s)?
          ☐ No one  ☐ Chair  ☑ Instructor  ☐ Advisor  ☐ Other (Please specify)
   d. Co-requisites (course(s) which MUST be taken concurrently with this one):  N/A
   e. Repeat status:  ☑ Course may not be repeated.
          ☐ Course may be repeated to a maximum of     hours or times.
   f. Degree, college, major(s), level, or class to which registration in the course is restricted, if any: Hospitality Undergraduate Junior/Senior
   g. Degree, college, major(s), level, or class to be excluded from the course, if any: N/A

Agenda Item #09-25
Effective Spring 2010
9. **Special course attributes** [cultural diversity, general education (indicate component), honors, remedial, writing centered or writing intensive] N/A

10. **Grading methods** (check all that apply): ☑ Standard letter ☐ C/NC ☐ Audit ☐ ☐ ABC/NC (“Standard letter”—i.e., ABCDF--is assumed to be the default grading method unless the course description indicates otherwise.)

11. **Instructional delivery method:** ☑ lecture ☐ lab ☐ lecture/lab combined ☐ independent study/research ☐ internship ☐ performance ☐ practicum or clinical ☐ study abroad ☐ Online

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**PART II: ASSURANCE OF STUDENT LEARNING**

1. **List the student learning objectives of this course:**

   The students will:

   - Design appropriate procedures for the efficient operation of hospitality meetings. (Assignments 2, 3, 4, 5 and 6)
   - Evaluate systems and tools that aid in effectively managing meetings. (Assignments 2 and 3)
   - Demonstrate effective written communication skills and presentation techniques. (Assignments 1, 2, 3, 4, 5, 6, 7, and 8)
   - Exhibit advanced analytical skills in the management of hospitality meeting facilities. (Assignments 3, 4, 5, 6 and 8)
   - Defend decisions and solutions with the analysis and criticism of real world problems. (Assignments 3, 4, 5 and 7)
   - Design a group meeting plan and digital portfolio for a hospitality meeting. (Assignments 6 and 7)
   - Evaluate the efficiency and effectiveness of strategic planning within the convention and meeting services segment of the hotel industry. (Assignments 1, 5, and 7)

2. **Identify the assignments/activities the instructor will use to determine how well students attained the learning objectives:**

   1. A career comparison chart
   2. Mid-term and final exams
   3. Written communications
   4. Oral presentations and role playing scenarios
   5. Evaluation and case studies of events and meetings
   6. Group strategic event/meeting plan
   7. Reflective papers on current news issues and support videos/documentaries
   8. Digital/Written Portfolio sales and marketing material for a hypothetical meeting and event
3. Explain how the instructor will determine students’ grades for the course:

<table>
<thead>
<tr>
<th>Grade Criteria</th>
<th>Percentage of grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion</td>
<td>10%</td>
</tr>
<tr>
<td>Student Digital Portfolio</td>
<td>10%</td>
</tr>
<tr>
<td>Mid Term and Final Exams</td>
<td>20%</td>
</tr>
<tr>
<td>Written communication Assignments</td>
<td>10%</td>
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<tr>
<td>Create a virtual presentation</td>
<td>5%</td>
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<tr>
<td>Role Playing exercises</td>
<td>5%</td>
</tr>
<tr>
<td>Case Studies (oral and written components)</td>
<td>15%</td>
</tr>
<tr>
<td>Group Project (oral and written components)</td>
<td>15%</td>
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<tr>
<td>Reflective Papers</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

4. For technology-delivered and other nontraditional-delivered courses/sections, address the following:
   a. Describe how the format/technology will be used to support and assess students’ achievement of the specified learning objectives:
      N/A
   b. Describe how the integrity of student work will be assured:
      N/A
   c. Describe provisions for and requirements of instructor-student and student-student interaction, including the kinds of technologies that will be used to support the interaction (e.g., e-mail, web-based discussions, computer conferences, etc.): N/A

5. For courses numbered 4750-4999, specify additional or more stringent requirements for students enrolling for graduate credit. These include:
   a. course objectives; N/A
   b. projects that require application and analysis of the course content; and N/A
   c. separate methods of evaluation for undergraduate and graduate students. N/A

6. If applicable, indicate whether this course is writing-active, writing-intensive, or writing-centered, and describe how the course satisfies the criteria for the type of writing course identified. (See Appendix *.)
   N/A (at this time period)
PART III: OUTLINE OF THE COURSE

Provide a week-by-week outline of the course’s content. Specify units of time (e.g., for a 3-0-3 course, 45 fifty-minute class periods over 15 weeks) for each major topic in the outline. Provide clear and sufficient details about content and procedures so that possible questions of overlap with other courses can be addressed. For technology-delivered or other nontraditional-delivered courses/sections, explain how the course content “units” are sufficiently equivalent to the traditional on-campus semester hour units of time described above.

<table>
<thead>
<tr>
<th>Week</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Course Introduction. Syllabus Review.</td>
</tr>
<tr>
<td>1</td>
<td>What is professional meeting management and a Professional Meeting Manager?</td>
</tr>
<tr>
<td>2</td>
<td>The application of technology</td>
</tr>
</tbody>
</table>
| 3, 4, 5 and 6 | Strategic perspectives of meetings management  
• Creation and design of meeting objectives  
• Creation, application and development of a meeting budget  
• Meeting sponsorship  
• Marketing and promotion  
• Issues in destination and site selection  
• Issues in international meeting planning |
| 7 and 8 | Cultural Diversity of Meetings  
• Multi-cultural aspects of meetings  
• Developing a cultural etiquette plan  
• Writing effective learning outcomes for a cultural diverse audience |
| 9    | Managed Meetings and Disabilities |
| 10, 11 | Challenges of Managed Meetings and Production |
| 12, 13 | Legal and Ethical Considerations for Managed Meetings  
Risk Planning and Emergency Management |
| 14, 15 | Evaluation of Managed Meetings |
PART IV: PURPOSE AND NEED

1. **Explain the department’s rationale for developing and proposing the course.**

   This course is for those individuals working in hospitality organizations that have conferences and meeting planning facilities. The course aim is to develop student’s skills in the career choice of professional hospitality meeting planning. There are various forms, functions, and types of meetings that can be held in a hotel, hospitality firm, including board of director meetings, workshops, forums, retreats, and conferences. Each type requires unique handling and a higher level skill set beyond a normal hospitality sales and service management (FCS 2784). FCS 3740 will address each type of meeting that might be held in a hotel/hospitality venture and their unique needs.

   a. **If this is a general education course, you also must indicate the segment of the general education program into which it will be placed, and describe how the course meets the requirements of that segment.** N/A

   b. **If the course or some sections of the course may be technology delivered, explain why.**

   To extend the discussion beyond the normal course delivery time, WebCT will be used to augment the discussion in the classroom setting. The students, upon graduation, will utilize various methods to communicate with their customers to enhance relationships. Therefore, a blending of technological forms will increase the students overall skill base.

2. **Justify the level of the course and any course prerequisites, co-requisites, or registration restrictions.**

   This is an advanced hospitality course in that it integrates and builds from previous course information and guest handling procedures (FCS 2700, 2740). The course extends the broad goals and objectives of the sales process and functions presented in FCS 2784. Students will synthesis previous knowledge in developing advanced strategies for guest services. The students will discriminate among procedures associated with hospitality meeting services, and develop and apply evaluation procedures (such as customer relationship management and hospitality information systems) not utilized in the other courses.

3. **If the course is similar to an existing course or courses, justify its development and offering.**

   This course is for those individuals desiring to work in hotel facilities that have conferences and meeting facilities. There are numerous types of meetings that can be held in a hotel, including board of director meetings, workshops, forums, retreats, and conferences. Each type requires unique handling. FCS 3740 will address the unique needs of each type of meeting that might be held in a hotel facility.
There are two courses currently offered by the University: Communication CMN 3950 (Course catalogue description: This course is designed to introduce students to the basic concepts and principles of conferences and event planning management. It is an applied course designed to introduce students to the planning process, sponsorships, promotion, and creative strategies that are part of events) and REC 3320 (Course catalogue description: This course offers an introduction to the planning, marketing, management and evaluation of festivals and special event). These courses do not focus on the hospitality industry or working in hotels but on individuals working in their particular discipline of communication and recreational management.

Specifically, the Communication course is delivered from a public relations standpoint and does not entirely deal with what a Convention/Meetings/Conference Manager does in a hotel/hospitality setting. This course highlights the interaction of vendors or third party actions that design and set up marketing and promotional material. There is some limited discussion of the form, function and contact with a hospitality manager in the negotiation and establishment of site location and requirements but the course is not taught from the viewpoint of a hotel manager.

REC 3320 course is particular to festivals and other special events, like the Olympics. Festivals are unique ventures in that they are sponsored by a local community and/or local cultural initiative. Again, this course does not address the career of a hotel conference/convention/meeting planner at the hotel level.

Neither course covers the day-to-day functions, intricate skill, capabilities, and/or abilities required of a professional hospitality meeting planner. Neither course integrates the technological software and platforms managers use in the hotel environment. FCS 3740 will discuss, employ and utilize particular customer relationship technologies that integrate all departments in a hospitality business.

FCS 4340, Trade Show Management is a course offered by the School of Family and Consumer Sciences during the interim session. It involves the organization, arrangement and operation of trade shows. Trade shows are events where companies, in a particular industry, gather to demonstrate or promote their products. This is only one type of event or meeting. The course supports the creation, development and application of actual trade show procedures for the hospitality students involved in the National Restaurant Show, held in Chicago each May. This course will not be eliminated.

FCS 3740 will differentiate from FCS 4340 with its orientation within hotel facilities which may not be able to execute such large, extensive trade show events.

Cite course(s) to be deleted if the new course is approved. If no deletions are planned, note the exceptional need to be met or the curricular gap to be filled.
The proposed course extends the content of FCS 2784, Hospitality Sales and Service into a higher level thought process. It synthesizes information gathered during the sales process into specific form and function to other departments in a hotel, such as Meetings, Catering and/or Conference Services.

4. Impact on Program(s):

   a. For undergraduate programs, specify whether this course will be required for a major or minor or used as an approved elective.

   This course will be an elective in the hospitality management concentration of the School of Family and Consumer Sciences. Total hours required for degree completion will not change.

   b. For graduate programs, specify whether this course will be a core requirement for all candidates in a degree or certificate program or an approved elective. N/A

   If the proposed course changes a major, minor, or certificate program in or outside of the department, you must submit a separate proposal requesting that change along with the course proposal. Provide a copy of the existing program in the current catalog with the requested changes noted.

PART V: IMPLEMENTATION

1. Faculty member(s) to whom the course may be assigned:

   Dr. Betsy A. Pudliner

2. Additional costs to students:

   N/A

3. Text and supplementary materials to be used (Include publication dates):

   Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions and Events; 5th Edition; Professional Convention Management Association, 2006; Kendall/Hunt Publishing Company, Dubuque, Iowa
PART VI: COMMUNITY COLLEGE TRANSFER

If the proposed course is a 1000- or 2000-level course, state either, "A community college course may be judged equivalent to this course" OR "A community college course will not be judged equivalent to this course." A community college course will not be judged equivalent to a 3000- or 4000-level course but may be accepted as a substitute; however, upper-division credit will not be awarded. N/A

PART VII: APPROVALS

Date approved by the department or school: January 26, 2009

Date approved by the college curriculum committee: March 9, 2009

Date approved by the Honors Council (if this is an honors course):

Date approved by CAA: April 2, 2009 CGS:

*In writing-active courses, frequent, brief writing activities and assignments are required. Such activities -- some of which are to be graded -- might include five-minute in-class writing assignments, journal keeping, lab reports, essay examinations, short papers, longer papers, or a variety of other writing-to-learn activities of the instructor's invention. Writing assignments and activities in writing-active courses are designed primarily to assist students in mastering course content, secondarily to strengthen students' writing skills. In writing-intensive courses, several writing assignments and writing activities are required. These assignments and activities, which are to be spread over the course of the semester, serve the dual purpose of strengthening writing skills and deepening understanding of course content. At least one writing assignment is to be revised by the student after it has been read and commented on by the instructor. In writing-intensive courses, students' writing should constitute no less than 35% of the final course grade. In writing-centered courses (English 1001G, English 1002G, and their honors equivalents), students learn the principles and the process of writing in all of its stages, from inception to completion. The quality of students' writing is the principal determinant of the course grade. The minimum writing requirement is 20 pages (5,000 words).