

Date: February 2006

- I. Course Name: Meeting Planning and Conference Management
Prefix and Number: HTM 225
Credit Hours and Contact Hours: 3 credit hours - 3 contact hours
Course Description:

This course discusses the specialized field of meeting and conference management and its impact on the hotel industry. Each student will consider the component parts of a successful meeting and analyze these parts from both a meeting planner standpoint and a hotel management team standpoint. Areas of study will include: site selection and negotiations, program development, banquet food service, function room set-up, conference support services and meeting evaluation. Prerequisite: HTM 100

II. COURSE OUTCOMES AND OBJECTIVES

The general objectives of this course deal with preparing the student for the challenges of a management career in hospitality or your chosen field. Through the study of actual operational situations, the student will: develop their management style, heighten their industry awareness, focus their values and beliefs, develop a service attitude, advance their communication and interpersonal skills, and enhance their decision-making and problem-solving abilities.

RELATIONSHIP TO ACADEMIC PROGRAMS AND CURRICULUM

This course is a required course for Hotel & Resort Management students, a business elective for Business students and a general elective for all other students.

COLLEGE COMPETENCIES ADDRESSED BY THIS COURSE

Of the following "FLCC Learning Outcomes," this course addresses those that are marked with the "→" symbol:

- Writing
- Oral Communication
 - Reading
- Mathematics
- Computer Literacy
- Professional Competency
- Problem solving
- Ethics/Values
 - Citizenship
 - Global Concerns
- Informational Resources

III. METHOD OF INSTRUCTION

TYPES OF COURSE MATERIALS

REQUIRED READINGS

There is no one textbook for this class. You will receive numerous handouts.

Students are expected to read all assigned materials, articles, and case studies. While discussions

in class will summarize the software being used by the class, some subjects contained in the handouts will not be covered in class. Regardless, the student is responsible for all material assigned. It is recommended that the student read the materials as they are assigned rather than one night prior to the exam.

FIELD EXPERIENCES

Students enrolled in this course may have the opportunity to participate in a variety of field visitations designed to supplement and enhance the lecture-based learning experiences associated with the course.

Attendance at these functions may be mandatory or voluntary and will be communicated to the student by the instructor. In either case, participation in these educational activities will broaden the student's understanding of hospitality management.

METHODS OF INSTRUCTION

The traditional "reading and lecture" format will be supplemented with a variety of activities which may include some or all of the following: group projects, simulations, case studies, role playing exercises, site visitations, critiques, presentations, and industry interviews.

Since the ability to express ideas in written form is an important criteria for success, every student will have to demonstrate their understanding of the material by submitting a variety of writing samples including: essay exams and various written projects like those listed above.

Additionally, discussion is strongly encouraged in the classroom.

ASSESSMENT MEASURES

Students in this course can expect the utilization of the following assessment techniques and methodologies:

- Direct questioning
- Peer evaluation and analysis
- Group project diaries
- Analytic Memos
- Test "test questions"
- Anecdotal correlations
- Directed paraphrasing
- Summarize last point, last class
- Student study guide compilation
- Peer evaluation
- Pre/Post testing
- "What would you do?" scenarios
- Use of hypotheticals
- Misconception/Preconception check
- End of course survey
- Quizzes, tests and exams

METHODS OF EVALUATION

Student achievement will be measured using careful analysis of no fewer than three tests and no fewer than two written projects. Attendance and class participation will be factors in determining the student's final grade. Some materials turned into the instructor may be retained by the instructor. Please note that the number and nature of the assignments may change. You will be advised of all changes.

IV. GENERAL OUTLINE OF TOPICS COVERED

1. The conference center concept
2. Types and styles of meetings
3. Pre-meeting meetings
4. How each department is affected by meetings in house
5. How to program participant leisure time
6. Spousal activities
7. Banquet food service
8. Coffee breaks, hospitalities, and private dining
9. VIP treatment and group gifts
10. Transportation arrangements
11. Correspondence
12. Meeting room set-ups and meeting room design
13. Meeting evaluation
14. Audio-visual support and the latest in meeting technology
15. Meeting room management and the function book
16. Developmental steps of a meeting plan
17. Effective package handling
18. Specialized meeting services
19. Contractual obligations
20. The unstable, ever-changing nature of meetings