



UNIVERSITY *of* NORTH TEXAS  
*DEPARTMENT of HOSPITALITY &  
TOURISM MANAGEMENT*  
HMGT 3240.001 Special Event Management

### COURSE INFORMATION

HMGT 3240.001 – 3 credit hours

Summer 2019 (5W2)

2:00 pm – 3:50 pm

Gateway # 142

#### Instructor Contact Information:

Instructor: Dr. Joe O'Donnell  
Office Location: Gateway Center, Room 066  
Phone Information: 940-369-7290 Office 832-334-9360 Cell  
Office Hours: By appointment  
Email: Please use Canvas for course communications or UNT email [joseph.odonnell@unt.edu](mailto:joseph.odonnell@unt.edu)

#### Text and other Required Materials

##### Required:

Silvers, Julia Rutherford. (2012). *Professional Event Coordination, 2nd Ed.* Hoboken, NJ: John Wiley & Sons, Inc. (ISBN: 978-0-470-56071-6)

In addition to the course textbook, students will also be required to access Blackboard. During the semester, pertinent additional reading materials may be added via Blackboard; if so, instructions will be provided at the beginning of the appropriate class period.

#### This Course:

Catalog Description: Analysis of the factors to be considered in the successful management of corporate and association meetings, conferences, conventions, and special events. Topics studied will include special event planning, budgeting, marketing arrangements, international considerations, and ethics.

How can this course benefit you? The demand for highly skilled event managers is increasing every day. In its 2016-17 report, the Bureau of Labor Statistics predicted that employment opportunities for meeting and event planners would increase by approximately 10% over the following ten years (faster than the average of 7% for all occupations), and found that many employers were giving preference to applicants with a bachelor's degree. However, being able to speak the language and understand how to plan a meeting or event can be crucial regardless of your ultimate field of employment, as events and meetings have become an integral component of every type of industry.

## Learning Objectives/Course Objectives:

This is an introductory course that will provide you with basic knowledge related to the meeting and event industry. After completing this course, you should be proficient in the following areas:

- ✓ The breadth of event types and opportunities for professional event coordination.
- ✓ Needs assessments, feasibility studies, and project management techniques for events.
- ✓ How event sites are selected and developed in accordance with needs and obligations.
- ✓ Goods and services required to meet the basic and functional needs of an event.
- ✓ Management of the contact between the event and its attendees as a customer service issue.
- ✓ How the interaction between the attendee and the environment enhances the event experience.
- ✓ The production technology available to increase the effectiveness of an event.
- ✓ The development of the event agenda and the procurement of performance providers.
- ✓ How and why supplementary programs can support an event.
- ✓ Procedures and options for providing food and beverage services at an event.
- ✓ The decision making process for inclusion of physical event amenity items.
- ✓ The conditions and obligations associated with risk management for an event.
- ✓ A general framework for procurement management and human resources management for events.
- ✓ Strategies for creating, capturing, and using information connected with an event.
- ✓ General knowledge of the role and strategies for sustainability for the event.

## Teaching Philosophy

Your success as a student depends primarily on your willingness to accept responsibility for your own learning. I can provide you with the opportunity to learn (in the classroom), motivation to learn (your grade), and support for your learning experience (through feedback and individual assistance); I will be happy to assist you as you tackle the challenges you will face in this class. BUT, your responsibility is to attend all class sessions, to complete each and every assignment (both in and out of class), to demonstrate collaborative skills, and to make the personal effort to master the concepts presented.

I do feel strongly that you should possess *writing skills* commensurate with your status as a university student. You should be able to present your ideas effectively and be able to use proper spelling and grammar. Written assignments will be evaluated on these vital business communications skills, which in the case of event management are essential to the preparation for proposals, reports, work orders, etc.

Another critical component of the business world is *punctuality*. In the case of event management, everything must start *on time* – the band or the caterer or the chairs and tables must be in place, ready to go, according to the event schedule. There are no extensions or postponements; deadlines are absolute. There are no excuses, only consequences. Time management is an essential skill for event planners; therefore I shall expect you to arrive in class on time and meet all submission deadlines for assignments and projects.

## BLACKBOARD ACCESS & NAVIGATION

### Access and Login Information

This course is supported by the University of North Texas' Learning Management System, Canvas.

You will need your EUID and password to log in to the course. If you do not know your EUID or have forgotten your password, please go to: <http://ams.unt.edu>.

### Student Support

The University of North Texas provides student technical support in the use of canvas and supported resources. The Student Help Desk may be reached at:

Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

Phone: 940.565-2324

In Person: Sage Hall, Rm. 130

Regular hours are maintained to provide support to students. Please refer to the website <http://www.unt.edu/helpdesk/hours.htm> for update hours.

## COURSE REQUIREMENTS and CLASSROOM BEHAVIOR

1. Instructional methods may include, but not be limited to, lectures, videos, PowerPoint presentations, group discussions, projects (individual and/or group), discussions boards, guest speakers and field trips. You are expected to participate in all classroom activities, field trips, and on-line discussions.
2. You are expected to be prepared for class – this means being prepared to discuss assigned chapter and other reading materials as well as being actively involved in class discussions. Eating, reading unrelated materials, excessive talking with your neighbor and inappropriate behavior are not conducive to learning. None are acceptable in the classroom. You are advised to take the attendance issue very seriously. Multiple excused and unexcused absences, tardiness and early or late class departures/arrivals will be noted.
3. Electronic Technology – *Cell phones must be turned off* and placed in a pocket, backpack or other area that is not visible during regular class and on any field trips. Although you may bring them with you to the classroom for use during Group work sessions, *laptops and/or tablets may not be opened during regular class time unless you are directed to do so*. Any non-approved use of electronic technology during class time may result in the student being asked to leave the room.
3. In-class assignments, activities and quizzes will be part of the class. These may be unannounced, and makeup opportunities will only be offered in compliance with University guidelines.
4. Exams and quizzes may include objective and subjective questions. Examples of objective items include multiple choice, true/false, fill in the blank, and problems. Examples of subjective questions include short answer, essay, and case study analysis.
5. Any changes in class information or schedule will be expressed at the beginning of class, and all major changes will be posted on Blackboard.
6. All students are to take special notice of any exam dates stated on this syllabus. No make-up exams will be given EXCEPT IN EMERGENCIES. Emergencies only include a medical emergency involving yourself or a death in your immediate family. Regular medical appointments, "Check-ups" and/or

“Family gatherings/vacations/reunions” do not constitute emergency situations and do not meet the aforementioned requirement. Travel plans are not emergencies. Additionally, excuses related to employment (working during the exam or sleeping late because of work the night before) do not meet the requirement for a make-up exam. I strongly advise you to contact your employer as soon as possible so that you can coordinate your work schedule with your academic/ exam schedule.

Once an exam is taken, *ex post facto* excuses for performance will not be considered. Additionally, extra credit projects will not be given to make up for poor exam performance. I cannot offer one student a project that I do not also offer the entire class.

## COMMUNICATION PARAMETERS

Students should contact me and/or my student assistant via the Message tool in Blackboard. We will attempt to respond to messages as soon as practical during the summer, due to the accelerated nature of the class. Because of the summer schedule, I will provide my cell number to facilitate contact in case of emergency.

Please be aware that I will not be able to respond to “last minute” requests for assignment clarification, and you may encounter unforeseen problems with your Internet provider, software, or hardware. You must allow sufficient time to deal with these problems in order to make on-line submissions, if any, by the deadline.

When you are communicating online in this or any other class you must remember two things:

1. The person you are communicating with deserves to be treated with respect and consideration
2. Your message is preserved for all time in the class record

With this in mind, I will expect that your communications to me and to others will be in the proper format, including a greeting and a signature, and will use correct spelling and grammar.

## ASSESSMENT & GRADING

### In-class or Other Assignments/Activities

There will be regular assignments/activities pertaining to each chapter of the textbook and other materials covered in the class. You can expect one of these almost every day during the summer. Some of these will be addressed by students individually; others may involve small groups. Due to the nature of these activities, there will not be any opportunity to make up these points if you are not present in class when they take place.

### In-class Quizzes

There will be regular quizzes pertaining to each chapter of the textbook and other materials covered in the class. You can expect one of these almost every day during the summer. Make-up quizzes will only be offered in the case of excused absences.

### Exams

In summer, only one comprehensive final exam will be given.

**Independent Interview Project / or Volunteer to Help With an Event**

This summer, we would like you to contact an event planner and either conduct an interview with that person, or find a volunteer opportunity. This will require a short (2 pages) written report on your experience.

**Group Project**

Students will be divided into groups of three or four to complete a project that involves every aspect of building an event. Event Planning is a collaborative effort, requiring effective teamwork. As an event planner, you will often have to work with people who do not have the same levels of expertise, and it is essential to understand how to work productively with all involved to ensure a successful event. Details of this project and group assignments will be provided in class.

**Accessing Grades**

All grades will be posted on Canvas as soon as possible after the due date or exam date.

**COURSE EVALUATION**

**OUTCOMES ASSESSMENT:**

In-class Activities & Assignments	200
Quizzes	150
Individual Project	200
Group Event Project	350
Final Exam (comprehensive)	<u>150</u>
Total	1,050 points

***Course Evaluation Scale***

A = 90% - 100%   B = 80% - 89%   C = 70% - 79%   D = 60% - 69%   F = 59% or below

**ACADEMIC CALENDAR/COURSE DESIGN****COURSE SCHEDULE (subject to change):**

<u>Date</u>		<u>Topic</u>	<u>Chapter</u>	<u>Quiz</u>
July	8	Class Orientation and Introduction		
	9	Anatomy of an Event	1	Syllabus
	10	Creating the Event Plan	2	Ch 1
	11	Developing the Event Site	3	Ch 2
	15	Providing the Event Infrastructure	4	Ch 3
	16	Accommodating the Audience	5	Ch 4
	17	Coordinating the Environment	6	Ch 5
	18	Fundamentals of the Production	7	Ch 6
	22	Staging an Engaging Experience	8	Ch 7
	23	Ancillary Programs	9	Ch 8
	24	Food and Beverage Operations	10	Ch 9
	25	Making Event Memories	11	Ch 10
	29	Safe Operations, Vendors and Volunteers	12, 13	Ch 11
	30	Knowledge Management	14	Ch 13
August	31	Parking Guests		
	1	Sustainable Success	15	Ch 14
	5	Embassy Hotel Visit	-	
	6	Presentation Prep	-	Ch 15
	7	Event Presentations		
	8	Event Presentations		
	9	<b>FINAL EXAM*</b>	-	

**\*Final Exam: Online opens at 12:01 AM on Thursday, August 8<sup>th</sup> and closes at 11:59 PM on Friday, August 9th**

- **Revisions:** A syllabus is a tool to help you plan your time. Every effort is made to make the syllabus as complete as possible, but there may be occasions when changes are required. I will announce any deviations from this syllabus and schedule through Blackboard Message and class announcements

## DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT

### Vision of the Hospitality & Tourism Management Program

To be a global leader in advancing education, creating knowledge, and shaping the hospitality and tourism professionals of the future.

### Mission of the Hospitality & Tourism Management Program

Educating students for leadership in the global hospitality and tourism industries and advancing the profession through excellence in teaching, research, and service.

### Program Learning Outcomes

Upon graduating with a Bachelor of Science in Hospitality and Tourism Management, students will be able to:

1. Demonstrate basic knowledge of theoretical constructs pertaining to the hospitality and industries.
2. Apply the basic principles of critical thinking and problem solving when examining hospitality and tourism management issues.
3. Apply technical aspects of the hospitality and tourism industry.
4. Demonstrate professional demeanor, attitude, and leadership needed for managerial positions in the hospitality industry.

### Academic Requirements

Beginning Fall 2013, students entering UNT who wish to pursue the Bachelor of Science with a major in Hospitality Management enter as pre-majors. To declare a major in hospitality management, a student must have completed at least 45 hours of college course work, including HMG 1420, HMG 1470, HMG 1500, HMG 2280, HMG 2480, HMG 2790 and HMG 2860, have a cumulative UNT GPA of at least 2.5, and have completed at least 100 documented work hours in the hospitality industry. A grade of C or above must be earned in each merchandising and hospitality management course completed in residence or transferred to UNT. This includes all courses with prefixes CMHT, MDSE, HFMD, DRTL and HMG.

Pre-majors who have completed these requirements and who have a cumulative GPA of at least 2.5 may file a formal application for major status. Approved majors may then enroll in those advanced courses designated "hospitality majors/minors only."

- Continuing students majoring in Hospitality and Tourism Management are required to have a minimum grade point average of at least 2.5 on all courses completed at UNT.
- A grade of C or above must be earned in each merchandising, digital retailing, and hospitality and tourism management course completed in residence or transferred to UNT.

Academic requirements for graduation with a BS from the College of Merchandising, Hospitality and Tourism include:

- A minimum of a 2.5 grade point average in the professional field, with minimum grades of C required in all CMHT, MDSE, HFMD, DRTL and HMG courses.
- A minimum of a 2.5 grade point average in all courses completed at UNT.

**For additional information regarding requirements and policies, refer to the 2015-2016 UNT Undergraduate Catalog.**

## Tutoring Services

During the summer sessions, UNT offers limited free tutoring services through the Learning Center. Please go to the Learning Center website to sign up (<http://learningcenter.unt.edu/tutoring>). Your instructor and her student assistant will be happy to provide individualized instruction to students who are willing to spend the extra time – please call for an appointment.

## Financial Aid Satisfactory Academic Progress (SAP) Undergraduates

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

**If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.** Please visit <http://financialaid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your CMHT academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

## Academic Advising

All pre-majors are required to meet with their Academic Advisor and receive an advising code to register for classes *each semester*. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

## Advising Contact Information (Chilton #385 – 940.565.4635):

Assistant Director of Advising  
Hospitality Academic Advisor L-Z  
Hospitality Academic Advisor A-K

Kelly Ayers, M.Ed.  
Philip Aguinaga, M.Ed.  
Jaymi Wenzel

## Important for Timely Graduation

A prerequisite is a course or other preparation that must be completed before enrollment in another course. All prerequisites are included in catalog course descriptions. It is very important that you work with your advisor to be sure you are sequencing courses correctly (rather than taking courses scheduled at a convenient time) to avoid delayed graduation. Ultimately, it is a student's responsibility to ensure they have met all prerequisites before enrolling in a class. Students who have not met prerequisites will not be allowed to remain in a course. Once classes begin, students often have few, if any, options for adding a different course, which can be an issue for financial aid.

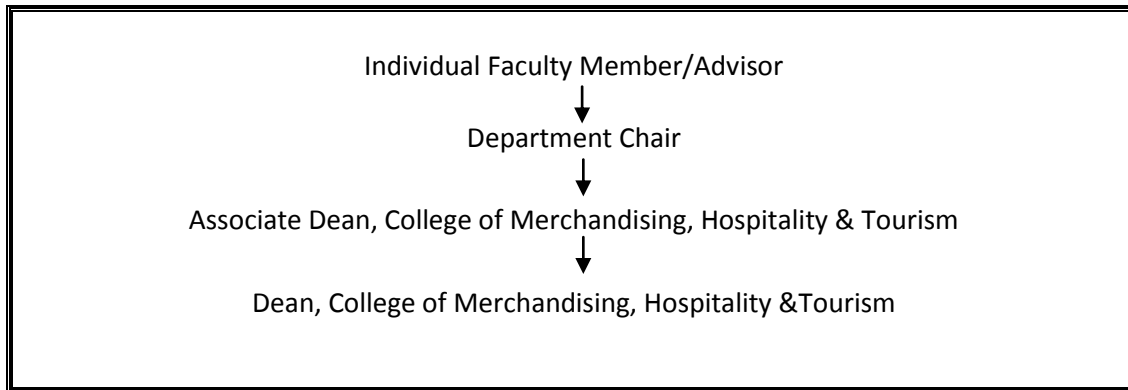
## Payment Deadline

It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the census date to ensure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. CMHT will not be able to reinstate students for any reason after the census date regardless of situation. It is the student's responsibility to ensure all payments have been made.



**Academic Organizational Structure**

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:



## Office of Disability Accommodations

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

## Course Safety Statements

Students in the College of Merchandising, Hospitality and Tourism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

## Academic Dishonesty

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

## **Expected Student Behavior**

Student behavior is expected to be respectful of both other students and faculty. Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <http://deanofstudents.unt.edu>

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

## **Student Evaluation of Teaching**

An opportunity will be provided for students to evaluate their faculty (SPOT). This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

## **Final Exam Policy**

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

## **Access to Information**

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site ([www.my.unt.edu](http://www.my.unt.edu)). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, as this is where you learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains EagleConnect and how to forward your email: <http://eagleconnect.unt.edu/>

## **Courses in a Box**

Any CMHT equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all CMHT degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

## Important Notice for F-1 Students Taking Distance Education Courses

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lectures, lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

**Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email [international@unt.edu](mailto:international@unt.edu)) to get clarification before the one-week deadline.**

## Dropping an Online Course

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course*.

If approved, the instructor will contact the Director of CMHT Advising in Chilton 385, where you may then obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the CMHT Director of Advising for instructions.

## Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include:

- 1) ensuring you know the evacuation routes and severe weather shelter areas
- 2) determining how you will contact family and friends if phones are temporarily unavailable, and
- 3) identifying where you will go if you need to evacuate the Denton area suddenly.

In the event of a university closure ***this class will continue according to schedule during the closure period. If UNT is officially closed for emergency reasons during the times scheduled for the final exam, new procedures, times and/or locations will be communicated to you through Blackboard.***