



**HMGT 3240 - Special Event Management**  
**University of North Texas**  
**College of Merchandising, Hospitality and Tourism**  
**Course Outline / Syllabus**



**COURSE INSTRUCTOR CONTACT INFORMATION**

Mrs. Rosa A. Malave  
E-mail: Rosa.Malave@unt.edu  
Office: Chilton Hall #359E  
Phone: 940-565-4696  
Fax: 940-565-4348  
Office Hours:  
Tuesday: 1:30 – 3:30 pm or by appointment  
Please feel free to talk with the professor after class  
Email: Please use Blackboard Learn Message tool for all course communications

**STUDENT ASSISTANT CONTACT INFORMATION**

TBA- Hiring Process- I will make the announcement when the Student assistant get hired.

**CLASS MEETINGS**

**Course:** HMGT 3240 - Special Event Management  
**Section:** 001  
**Day:** Friday  
**Time:** 9:00 am-11:50 am  
**UNT Building:** Gateway Center  
**Room Number:** Gateway 132  
**Location:** 801 N Texas Blvd, Denton, TX 76201

**REQUIRED TEXT**

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

**COURSE 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 those planning, organizing, influencing, controlling, and leadership functions associated with event (special event), convention, meeting, and festival activities. Key topics include budgeting, marketing, arrangements, international considerations, crisis management, social responsibility, and ethics.

**COURSE OBJECTIVES**

- Recognize the elements of good meeting and event design.
- Identify marketing needs for events.
- Make arrangements with the host facilities and suppliers.
- Conduct a meeting or special event.
- Utilize meetings-related computer programs effectively.

- Perform functions relating to the planning and implementation of a meeting, convention, trade show, or special event.
- Perform functions relating to servicing or supplying any aspect of the meetings industry.
- Document activities associated with meetings, conventions, and trade shows.
- Perform pre-function analysis activities.

### **COURSE PREREQUISITES**

None

### **TEACHING METHODOLOGY**

This class uses a combination of lectures, multimedia content, guest lectures, and class discussions. A term project will be conducted to enhance learning through the creation and presentation of a real life business analysis and marketing proposal.

### **PURPOSE AND MAJOR OBJECTIVES OF THE COURSE**

Through lecture, class presentations, class meetings, industry dialogue (Guest Speakers), web-based(Blackboard) modules and assignments, discussion, marketing assignments, quizzes, exams, and other experiential activities such as analyze case studies, articles, news, movies & more students will develop a set of highly valued skills that will prepare them for Event Management in the Hospitality and Tourism environment.

### **ADMINISTRATIVE POLICIES**

- In-class behavior – cell phones are not permitted. If you are seen texting you will be asked to leave the lecture and will not receive attendance points. Laptops and tablets may be used for note taking purposes, however if these devices become a distraction you will be asked to put them away. Laptops or Ipads will only be allowed if documentation has been provided from the Office of Disability Accommodation verifying a student needs it for a classroom accommodation.
- Students should be prepared for each lesson. You should read the materials to be covered each day before you come to class and be ready to answer and ask questions pertaining to the materials. Additional materials not listed on the syllabus will be posted to Blackboard and it is your responsibility to read these before class; I will send a message alerting everyone when new materials are posted and the date in which they will be covered.
- As this is a Junior/ Senior level course and guest speakers will present during the class periods, your appearance is valuable. More often than not students wish to speak with a guest speaker about possible internships or career opportunities, therefore be mindful of your appearance when coming to this class. It's certainly not expected that you wear a suit but please come to class appropriately dressed to meet your future employer. Please bring your business card and/or Resume if you would like to provide to the guest speaker.
- Reading unrelated material and excessive talking with your neighbor are not conducive to learning. None are acceptable in the classroom.
- Each class session will be used to clarify problems in the readings and then elaborate on the text content. Individual questions are welcome in class discussion as long as the question fits in the scope of discussion.

### **COURSE REQUIREMENTS / STUDENT RESPONSIBILITIES**

Students are responsible for all materials presented in the online setting(Blackboard) and In-class meetings, including guest speakers, discussions, modules, reading assignments, information in the course packet provided on Blackboard or In-class meetings and all other announcements, assignments and projects. Students are responsible for completing all exams, quizzes, and assignments as scheduled.

### **ATTENDANCE/PARTICIPATION**

Regular attendance and punctuality are expected and will be assessed in the attendance/participation grade. Attendance will be taken each class period. Students' are expected to come to class prepared and will be evaluated on

contributions made to class discussions. Excused absences are not automatic and will be considered on a case-by-case basis. Documentation may be requested for an absence to be excused. If you have to miss class, it will be your responsibility to secure notes from a classmate. As is the case in a professional work environment, it will be the expectation that you will be in class and ready to begin at the start of class. Consider class a business meeting where tardiness is unacceptable.

Consistent and attentive on-campus class attendance is vital to academic success, and is expected of all students. Regular attendance and punctuality are expected just like in a professional work environment. Attendance will be taken during each of the on campus class meetings and could have an influence on your final grade. If you are not in class when attendance is taken or leave early, you will be considered as absent and not allowed to sign the attendance sheet. Do not ask after class to sign the attendance sheet. Sign the attendance sheet only for yourself. Forging another student's name is a form of cheating and will be reported to the Center for Student Rights and Responsibilities. You are responsible for attending every class meeting. If you are absent, it is your responsibility to secure lecture notes on your own from another student in the class. Excused absences are not automatic and will be considered only on a case-by-case basis by the instructor. **Documentation (doctor's note, obituary, etc.) must be presented to the instructor within a week of the absence for an absence to be considered as possibly excused.** Excused absences will be considered for state-recognized religious holidays, official school activity, official military service, jury duty, personal serious illness, or a death in the student's immediate family.

#### **LATE WORK:**

**Late assignments will not be accepted and will result in a "0", except for the case of a documented and approved excuse (i.e. sickness confirmed by a physician, official school excuse).** Do not assume that a "late" assignment will be accepted. If the student does not complete the Assignment on time, student will receive "0" in the assignment.

#### **GRADE DISPUTE:**

**Once a grade is posted, a student has 5 working days to talk to the instructor to dispute the grade.** If the student does not meet with the instructor either during office hours or at another scheduled time within the 5 working days, the assignment grade stands as recorded and will not be reviewed at a later date.

#### **ADDITIONAL POLICIES AND INFORMATION**

##### **Class Decorum/Policies:**

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, etc.).

##### **Acceptable Student Behavior:**

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 [www.deanofstudents.unt.edu](http://www.deanofstudents.unt.edu)

##### **Syllabus Revisions:**

The instructor reserves the right to revise the syllabus, list of requirements, and assignments when, in her judgment, such revision will benefit the advancement of the course goals and objectives. This syllabus is not a contract and can be changed at any time for any reason by the faculty member.

### **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.

### **Have you met with your advisor?**

**ALL** students should meet with their Academic Advisor at least one time per semester (Fall & Spring). Update your degree plan regularly to stay on track for a timely graduation.

All pre-majors **MUST** meet with their Academic Advisor to receive an advising code to register for classes each semester.

### **Do you want to graduate on time?**

- Advisors help you sequence courses correctly for an “on time” graduation. Ultimately, it is a student’s responsibility to ensure they have met all prerequisites before enrolling in a class.
- 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.
- 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.

### **Are You Considering Transferring a Course to Meet UNT Degree Requirements?**

Any transfer course(s) from another institution must receive *prior approval* from your CMHT Academic Advisor to ensure that the course(s) will be applicable to your degree plan at UNT.

**Advising Contact Information (Chilton Hall 385 – 940.565.4635)**

### **Could you be dropped?**

- Students will be dropped for nonpayment for enrolled courses, parking fees, schedule change fees, etc. Please check your account daily through the 12<sup>th</sup> class day to insure you have not been dropped for non-payment of any amount. It is the student’s responsibility to ensure all payments have been made.
- ***Students cannot be reinstated for any reason after the 12<sup>th</sup> class day regardless of situation.***

### **Are you receiving financial aid?**

- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the 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. Visit <http://financialaid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress.

### **Are you thinking about dropping course?**

- **A decision to drop a course may affect your current and future financial aid eligibility.** Talk to your academic advisor or Student Financial Aid if you think about dropping a course.
- A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping the course, and the 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 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.*

### **Are you considering transferring a course to meet UNT degree requirements?**

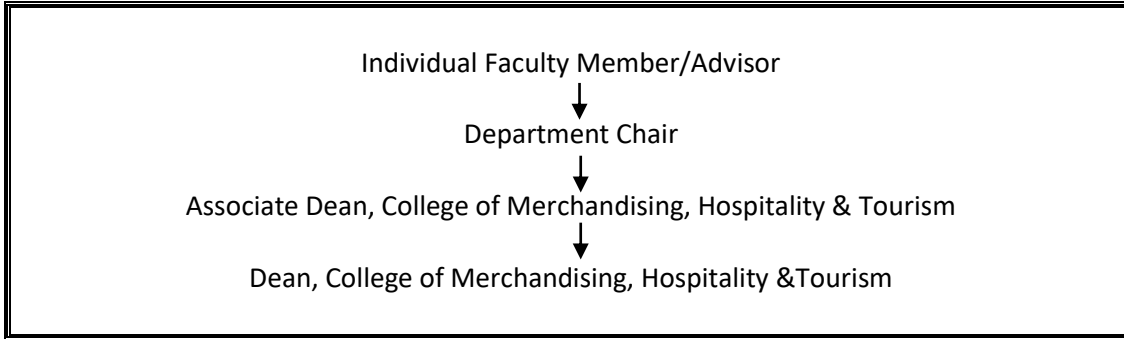
Any CMHT equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all CMHT degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence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

### **Do you know these important dates in Fall 2017**

August 28	First day of class
September 1	Last day for change of schedule other than a drop. (Last day to add a class.)
September 4	Labor Day – UNT closed
September 11	Census date –Students cannot be added to a course for any reason after this date.
September 12	Beginning this date, students must have written consent of instructor to drop a course.
October 6	Last day to drop a course or withdraw from UNT with a grade of W. After this date, a grade of WF may be assigned.
October 7	Instructors may drop a student for nonattendance beginning this date.
November 6	Last day for a student to drop a course with consent of instructor with either a W or WF.
November 23-26	Thanksgiving holiday – UNT closed
December 6-7	Pre-final days
December 7	Last class day
December 8	Reading day (no classes)
December 9-15	Final exams ( <b>Exams begin on Saturday</b> )
December 15-16	Graduation ceremonies

### **Do you know who to contact for a course-related or advising issue?**

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



### **Do you require special 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. 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.

### **Are you aware of safety regulations?**

Students are urged to use proper safety procedures and guidelines. In lab 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.

### **Do you know the penalties of 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. **Instructor may drop students automatically who do not follow academic dishonesty policy from the course or/and the program.**

Academic dishonesty is unacceptable on exams, quizzes, or any other graded assignments. **Students who are found copying or using written materials without giving credit to the original authors will receive a grade of "O" for any assignment or exam and possibly an "F" for the entire course depending on the specifics of the incident.** 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. **Instructor may drop students automatically who do not follow academic dishonesty policy from the course or/and the program.**

In an academic institution, every member of the community must demonstrate the highest standards of academic honesty; one must produce work that is wholly one's own, whether it is in the form of taking a test, writing an essay or report, conducting an experiment, or completing an assignment.

**Cheating:** Cheating includes, but is not limited to, (1) use of any unauthorized assistance in taking quizzes, tests or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a member of the college faculty or staff

Examples of Cheating

- Looking at notes, books, cheat sheets, another student's answer, asking someone else how he/she answered a question, using prohibited electronic devices and taking a test/exam in place of another person
- Asking or paying someone to do work that was assigned to you, even if it is a small portion of a larger assignment.
- If an instructor does not allow materials (tests, quizzes, etc.) to leave the classroom, you may not remove them. You may not have them in your possession. For example, if a friend who had the class in a previous semester removed tests from the classroom and passed them on to you; it is still against policy for you to have them, even if you weren't the one who took them in the first place.

#### **Do you meet ALL expectations for being enrolled in a course?**

- Student are expected to be respectful of others, i.e., other students and faculty. 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 may be referred to the Dean of Students for possible violation of the Code of Student Conduct.
- UNTs 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 [www.deanofstudents.unt.edu](http://www.deanofstudents.unt.edu)

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#### **What is SPOT?**

The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on how the course is taught. Student feedback is important and is essential as we strive for excellence.

### **Do you know the date/time of the final exam in this course?**

Final exams or other appropriate end of semester evaluations 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 calendar early in the semester to avoid any schedule conflicts.*** If approved, the instructor will contact the Director of CMHT Advising in Chilton 385 where you may 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.

### **Do you know what you may be missing?**

Your access point for ALL business and academic services at UNT occurs within the my.unt.edu site, and EagleConnect is the official method of communication for UNT. If you do not regularly check EagleConnect or forward it to your favorite e-mail account, please do so to learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains EagleConnect and how to forward your email is: <http://eagleconnect.unt.edu>.

### **Are you an F-1 visa holder?**

- 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 must be approved in advance by the instructor and can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or 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.

### **Do you know what to do in an emergency or UNT closure?**

- 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, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly.
- In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure. **In the event of a university closure your instructor will message you through Blackboard to communicate with you about assignments, homework, etc.**

## Course Requirements:

### •Examination

There will be three (3) examinations administered for this course. Three (3) exams will be given during the semester, covering lecture material, class activities, assignments, textbook material, outside readings, guest speakers, field trips, and other indicated sources. Please note the exam dates and make sure to clear your calendar appropriately. Makeup exams will **ONLY** be permitted when absences meet the criteria listed in UNT Policy #15.2.5.

There will be three (3) examinations administered for this course. Exams will consist of a series of multiple choice and/or true and false questions, with some short answer/brief essay questions of varying complexity. Exams may cover any of the material assigned or covered in assigned readings, lectures, videos, and guest speakers. Exam 1 & 2 & 3 will be administered online. Final Exam will be comprehensive.

Complete the exam by accessing on Blackboard. The exams will be timed and grades made available to students, after the deadline. If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the UNT Help desk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation. Remember that once you start the exam online, you cannot close it out and go back in later to finish it. You must complete it in one sitting once you have started the exam. Avoid using a wireless connection for exams unless they are certain of its reliability. Take their exams using a supported web browser on a computer or laptop rather than using an iPad. If using an iPad, we recommend the Chrome browser.

Contact the UIT Helpdesk at 940-565-2324 for assistance should they encounter technical problems affecting their ability to access or complete a test. The UIT Helpdesk is open the following hours:

- \* Monday-Thursday 8am-midnight
- \* Friday 8am-8pm
- \* Saturday 9am-5pm
- \* Sunday 8am-midnight

If the UIT Helpdesk cannot resolve the problem, it will document the problem and provide a ticket number to the student. Once the student contacts you with that ticket number, you can contact either the UIT Helpdesk or CLEAR's Faculty Helpdesk for additional information. We hope these tips are helpful to you. If you have any questions, please contact CLEAR's Helpdesk at 940-369-7394. Please email faculty to both of her emails (rosa.malave@unt.edu & Blackboard email) if you have any problem with your exam, please wait patient for faculty response, faculty will contact you.

Exam 1 & 2 & Final consist of 50 questions (worth 80 points each), with 120 minutes allowed to complete each exam. Faculty will open the exam at 6:00am on the assigned day, and close it at 10:00 pm at the same day, means you must begin by 7:30 pm if you want the entire 120 minutes. Exams are closed book and individual. That means working with another student is considered cheating and is grounds for an F in the course.

### • Event Analysis

Visit an event and analyze and write a report. Faculty will provide you more information.

### •Event Planning Project (Team Group)

There will be a series of assignments that will guide the student through the event planning process. Each group will be given a hypothetical budget of \$10,000 for their event. Students will turn in an electronic final portfolio. Groups of THREE or FOUR students will present one selected special event to the class. The selected event may come from one of the following categories: Cultural celebrations, Art/Entertainment; Business/Trade; Sport Competitions; Educational and

Scientific; Recreational; Political/State; Private Events and more. The group project must cover all the aspects of building a special event. More information will be given in class.

•**Final Presentation of Event Planning Project (Team Group)**

Each group will turn in a PowerPoint outlining the event title and 5 W's. Identified the 5 W's (Who, What, Where, When, Why) of an event. Students will then give a 25 to 30-minute presentation to the class overviewing their event.

I strongly believe that it is your responsibility as a student and a future career professional to complete all assigned work and meet deadlines for this class. Therefore, all assignments must be submitted on the assigned due dates which are very well established in the syllabus and in our Blackboard Learn class calendar. Late assignments will not be accepted and will result in a "0", except for documented and approved excuses. **Late assignments will not be accepted.** Additional assignment(s) may be added by instructor. If you are not in class and miss information on assignments such as changes and/or additions, it is your responsibility to seek out this information.

**Grade Policy:** If you are caught cheating or plagiarizing in HMGT 3240, you will receive a failing grade for the course and appropriate administrative action will be taken.

**Your individual course grade will be based on:**

Items	Points
Exam 1	80
Exam 2	80
Final Exam 3(Comprehensive)	80
Hospitality – EIR	25
Event Observation Report	50
Attendance/Class Participation/Quizzes/Outside class Activities	130
Event Planning Project-Report(Team)	250
Total Points	695

- A 90%-100%**  
**B 80%-89.9%**  
**C 70%-79.9%**  
**D 60%-69.9%**  
**F < 60%**

**Hospitality Events**

**Wednesday, September 27, 2017**

Executive in Residence Lecture

Mr. Michael Stengal

Senior Vice President

The Gaylord Hotel Brand at Marriott International

9:00am-12:00pm

Gateway Ballroom

**Revisions:**The instructor reserves the right to revise this syllabus and list of requirements when, in her judgment, such revision will benefit the advancement of the course goals and objectives.

**Submission of Written Assignments:**

Assignments should be submitted online through learn.unt.edu. 10% of the assignment value will be deducted each calendar day the assignment is submitted late. While an assignment can be turned in for review after 10 days, no points will be given.

**Attendance:** Please take the attendance issue very seriously. If you are not in when attendance is taken you will not receive credit for attending. If the number of absences of unexcused exceeds three, then your final grade will be lowered by one letter grade (e.g., from "A" to "B" or from "B" to "C").

**Pop Quizzes and Assignments:** Quizzes and in class assignments will be given randomly throughout the semester to help assess your progress. All assigned reading materials, PowerPoints, and information provided by guest speakers may be seen on the quizzes, however if you attend class and pay attention these will not be difficult.

**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. 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. Make-up quizzes will only be offered in the case of excused absences.

**Outside class Activities**

Observe events and volunteer opportunities.

**Exams:** All exams 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. All exams are administered online. Exams will cover material presented in lectures, activities, assignments, texts, outside readings, guest speakers, and other indicated sources. Make-up exams are allowed only in the case of documented medical emergencies and documented UNT school activities.

Make-up exam and final exam will be allowed only for serious reasons, i.e.:

- A. Sickness (confirmed by physician)
- B. Schedule conflicts, official school excuse, (and then only if the faculty member in charge of the course is notified prior to scheduled exam time)

**Assignments**

Written Assignments: All written assignments must exhibit correct grammar, punctuation, spelling and format. Papers should be typed using Times New Roman in a 12-point font and double-spaced with one-inch margins. In keeping with APA guidelines, please include proper citations, bibliographies and copies of all secondary materials used.

Tips:

Write for your audience; Use jargon only when understood by the readers. Define technical terms when necessary.

Use formatting techniques to give the writing, clarity and appeal.

Proofread for grammar, punctuation, spelling and typographical errors.

Handwritten assignments will not be accepted

- Oral assignments/presentations must follow the public speaking protocols