



COLLEGE OF MERCHANDISING,  
HOSPITALITY & TOURISM  
Department of Hospitality,  
Events & Tourism Management

## EDEM 3600: Cruise Events Management

Spring 2026  
3 credit hours

|                      |  |                             |                      |
|----------------------|--|-----------------------------|----------------------|
| <b>Instructor:</b>   | Yanyan Zheng, Ph.D.  | <b>Term:</b>                | Spring 2026          |
| <b>Office:</b>       | Chilton Hall 355D  | <b>Class Detail:</b>        | EDEM 3600 001        |
| <b>E-Mail:</b>       | <a href="mailto:yanyan.zheng@unt.edu">yanyan.zheng@unt.edu</a> | <b>Class Mode:</b>          | Face to Face         |
| <b>Office Hours:</b> | Wednesday<br>2:00 p.m. – 3:00 p.m.                             | <b>Class Meeting Days:</b>  | Monday & Wednesday   |
|                      |  | <b>Class Meeting Hours:</b> | 12:30 p.m.-1:50 p.m. |
|                      |  | <b>Class Location:</b>      | WH 317               |

### Welcome to UNT!

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

### Course Description

This course introduces the major aspects of cruise events management. Topics include introduction to cruise ship management, the planning process for cruise events, technologies related to cruise events, marketing management, sustainable practices, and safety and risk management.

### Program Learning Outcomes

**PLO 1:** Students will plan career goals and appropriate strategies for succeeding in the event and experience industries.

**PLO 2:** Students will develop analytical and quantitative skills using information technology to support business decisions in the event and experience industries.

**PLO 3:** Students will integrate event and experience management business principles to lead in diverse, collaborative, and global environments.

**PLO 4:** Students will apply innovative and imaginative methods in operating event and experience management businesses utilizing ethical and sustainable practices.

**PLO 5:** Students will demonstrate effective and efficient communication skills in all settings.

## Course Objectives

Upon successful completion of this course, the students will be able to:

1. Describe the advantages of hosting events at sea; (PLO 1)
2. Identify the advantages of hosting events on cruise ships; (PLO 2)
3. Understand and evaluate customers' needs regarding cruise events; (PLO 2)
4. Understand the future trends in cruise events; (PLO 3)
5. Identify the challenges and legal issues related to cruise events; (PLO 3)
6. Develop a plan for a cruise event incorporating sustainable practices; (PLO 4)
7. Prepare and present a cruise event plan. (PLO 5)

## Readings and Materials

**Required Textbook:** Cruise Operations Management: Hospitality Perspectives (3<sup>rd</sup> Ed). (2018) Philip Gibson and Richard Parkman. Routledge. ISBN: 9781138505179.

## Instructor Communications

- **Please send all instructor communications via the Canvas Inbox or UNT emails.** All communication between students and the instructor should be respectful and professional.
- Be sure to include **a clear subject/title for your message** to make it easier for both of us to track and reference.
- I typically check messages at least once per weekday. In exceptional cases, I may respond within 48 hours during weekdays.
- My office hours for this semester are listed on the first page of the course. However, I kindly request that you contact me in advance to schedule an appointment, so I can be prepared. To schedule, please send me a message through the Canvas Inbox.

## Revisions

The instructor reserves the right to revise this syllabus, class schedule, and/or list of course requirements when she deems such revisions will benefit the achievement of course goals and objectives. All changes and notifications will be made through Canvas.

## Basis for Final Grade

### Grades breakdown:

| Assessment            | Percent of Final Grade        |
|-----------------------|-------------------------------|
| Exam I                | 150 pts (15%)                 |
| Exam II               | 150 pts (15%)                 |
| Exam III              | 150 pts (15%)                 |
| Quizzes               | 120 pts (12%)                 |
| Project               | 180 pts (18%)                 |
| Application Exercises | 100 pts (10%)                 |
| Participation         | 50 pts (5%)                   |
| Attendance            | 100 pts (10%)                 |
| <b>Total</b>          | <b><u>1000 pts (100%)</u></b> |

### Exams:

**There are three exams in this course, which represent a total of 450 points or 45% of the grade.** All exams need to be completed on the scheduled date (please refer to class schedule on page 6 for details).

### Quizzes:

**Quizzes represent 120 points or 12% of the grade.** All quizzes are time sensitive and there are no make-up quizzes (please refer to class schedule for more details).

\*Make-up exams/quizzes will be allowed **only** for serious reasons, i.e.:

- A. Illness (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).

**All excused documents must be obtained from UNT Dean of Student.** Located at UNT Student Union Suite 409 (940-565-2648; [deanofstudents@unt.edu](mailto:deanofstudents@unt.edu)). **In order to approve your absence is excused, you have to provide the instructor the documentation from Dean of Student no later than one week after excused absence. The instructor will not accept any other documentation as prove of excused absence.** Failure to provide valid documentation within the time frame will deem it unexcused.

### Applications Exercises:

**Application exercises represent 100 pts or 10% of the grade.** Application exercises are critical to the success of this course and stimulate student learning. In this course, you need to complete several application exercises (e.g., in-class and online discussions). More details of each assessment will be provided during class lectures.

### **Class Project:**

#### **The class project is worth 180 points, or 18% of the grade.**

- As part of the course requirements, students will need to complete a class project and demonstrate their understanding of the course objectives.
- More assignment instructions will be uploaded to Canvas and discussed during the class.

### **Participation:**

#### **Participation is worth 50 points or 5% of the total class grade.**

In this class, students' participation is an important way to get engaged in learning and to develop critical thinking skills. Students are expected to actively participate in class activities on a regular basis. Your participation in activities such as discussions, case studies, role plays, minute papers, and other forms of activities (e.g., sharing your personal experience/opinions, introducing real-world examples/news) can count toward your participation grades.

Your participation grade will be assigned at Dr. Zheng's discretion toward the end of the semester. **Note that while participation presupposes attendance, attendance is not a sufficient requirement to ensure a good participation grade** (i.e., while a good attendance record does not guarantee a high participation grade, it will be used as a base line of your participation grade). You are evaluated based on not only the quantity, but also the quality of your in-class participation.

An "A" grade for participation should look like:

#### **Active Participation:**

- Actively and regularly engages in class discussion/activities/assignments – with understanding of the topic
- Brings questions to class based on readings or active thinking on topic

#### **Application of the Topic**

- Provides relevant examples to key topics
- Shows reading and understanding of the topic beyond the text

#### **Mastery of the Reading**

- Applies concepts from reading to examples/class discussions

### **Attendance:**

#### **Attendance is worth 100 points or 10% of the total class grade.**

**Attendance is mandatory!** Class attendance is an integral component of this course. Students are expected to attend all classes in which they are enrolled, arrive on time, and remain for the entire duration of the class. Students are responsible for all information, announcements, changes in schedules, etc., which are covered during class periods. If a student misses **8** or more F2F classes, the student will receive an "F" for this course.

**Grading Scale:**

| Grade | Percentage     |
|-------|----------------|
| A     | 90-100%        |
| B     | 80-89.99%      |
| C     | 70-79.99%      |
| D     | 60-69.99%      |
| F     | 59.99% or less |

**Course Specific Policies****Late Work Policy**

**There are no make-ups in this course.** Assignments turned in late will be assessed a penalty: a half-letter grade if it is one day late, or a full-letter grade for 2-7 days late. Assignments will not be accepted if overdue by more than seven days. In addition to the penalty, students must also contact the instructor directly before submitting the assignment.

Missed exams due to emergency, religious observance, or UNT-approved travel will be re-scheduled by the instructor only *after proper documentation* as to the nature of the emergency, observance, etc., has been provided by the student one week prior to missing class.

**Writing Assignment Policy**

**All writing assignments should be typed (double space) in APA format and 12 point, Times New Roman font.** You MUST meet the minimum length required for each assignment. Spelling, grammar and proper citation are to be presented at an undergraduate college level and will be graded accordingly.

**Assignments/Project Commentary Policy**

The instructor will retain all completed homework, exams, assignments, and projects. If you wish to see a graded homework, exam, assignment, or project, please contact the instructor during office hours. **Any objection to a grade must be made IN WRITING no later than 48 hours of the posted grade. Any objections made after this period WILL NOT be considered - NO EXCEPTIONS.**

### Spring 26 EDEM 3600 001 Schedule\*

|                | <b>Date</b> | <b>Topic</b>  | <b>Module &amp; Assignments</b>  |
|----------------|-------------|---|--|
| <b>Week 1</b>  | 01/12       | Course Introduction & Syllabus Overview                 | Module 1<br><b>Entrance quiz (quiz 1)</b><br>Online posting: "Who am I?" |
|                | 01/14       | Contemporary Cruise Operations – An Overview            |  |
| <b>Week 2</b>  | 01/19       | <i><b>Martin Luther King Jr. Holiday (No Class)</b></i> | Module 2<br><b>Quiz 2</b>  |
|                | 01/21       | Selling Cruises and Cruise Products                     |  |
| <b>Week 3</b>  | 01/26       | Maritime Issues and Legislation                         | Module 3<br><b>Quiz 3</b>  |
|                | 01/28       | Cruise Geography  |  |
| <b>Week 4</b>  | 02/02       | Working on Board  | Module 4<br><b>Quiz 4</b>  |
|                | 02/04       | Case study 1  |  |
| <b>Week 5</b>  | 02/09       | <b>Exam I and Review</b>                                | Module 5   |
|                | 02/11       |   |  |
| <b>Week 6</b>  | 02/16       | Events at Sea   | Module 6<br><b>Quiz 6</b>  |
|                | 02/18       |   |  |
| <b>Week 7</b>  | 02/23       | Event Planning Process for Cruise Events – Pre Event    | Module 7<br><b>Quiz 7</b>  |
|                | 02/25       |   |  |
| <b>Week 8</b>  | 03/02       | Event Planning Process for Cruise Events – On Board     | Module 8<br><b>Quiz 8</b>  |
|                | 03/04       |   |  |
| <b>Week 9</b>  | 03/09-03/11 | <i><b>Spring Break (No class)</b></i>                   | Module 9   |
| <b>Week 10</b> | 03/16       | Health, Safety and Security                             | Module 10<br><b>Quiz 9</b>   |
|                | 03/18       | Case study 2  |  |
| <b>Week 11</b> | 03/23       | <b>Exam II and Review</b>                               | Module 11  |
|                | 03/25       |   |  |
| <b>Week 12</b> | 03/30       | Cruise Event Sustainability                             | Module 12<br><b>Quiz 10</b>  |
|                | 04/01       |   |  |
| <b>Week 13</b> | 04/06       | Cruise Event Considerations & Trends                    | Module 13<br><b>Quiz 11</b>  |
|                | 04/08       |   |  |
| <b>Week 14</b> | 04/13       | Project Presentation                                    | Module 14  |
|                | 04/15       |   |  |
| <b>Week 15</b> | 04/20       | Project Presentation                                    | Module 15  |
|                | 04/22       |   |  |
| <b>Week 16</b> | 04/27       | Course Review   | Module 16  |
|                | 04/29       | Study Day   |  |
| <b>Week 17</b> | 05/04       | <b>Exam III – Final Exam</b>                            | Module 17  |

**\*Note: All dates and times are subject to change by Dr. Zheng. Be informed and routinely check the Schedule for any changes or updates.**