

**HMD 375: Meeting and Convention Management**  
Department of Applied Human Sciences  
Western Kentucky University  
Summer 2021 (Online)

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**Online Office hours:** Tuesdays & Wednesdays: 1:00pm – 03:30pm (Online)

**Course Information**

Lecture. Online/Web course. The course is asynchronous with no set class or zoom meeting times.

**Required Textbook**

Fenich, G. G. (2018). Meeting, Expositions, Events and Conventions: An Introduction to the Industry, 5<sup>th</sup> Edition. Pearson/Prentice Hall. ISBN: 9780134735900

To enhance your learning experience and provide affordable access to the right course material, this course is part of an inclusive access model called First Day. You can easily access the required materials for this course at a discounted price, and benefit from single sign-on access with no codes required in Blackboard. More information will be provided over Blackboard.

Additional course materials, course schedule, readings, PowerPoint slides, assignments, etc. will be posted on Blackboard (<http://blackboard.wku.edu>).

**Course Description**

Examines planning and management of conventions, meetings, trade shows and exhibitions. Students are responsible for any field experience expenses and transportation.

**Prerequisite:** Sophomore standing

**Terminal Performance Outcome**

This course is designed to provide a broad overview of the meeting, exposition, event, and convention (MEEC) industry. Students will learn the background necessary to understand how the MEEC industry functions and explore different career opportunities in meeting and convention planning/management.

**Course Objectives**

Upon successful completion of this course, the student should be able to:

1. Define and illustrate knowledge of industry terminology and definitions.
2. Define and discuss the economic impact and scope of the meetings industry.

3. Identify the personal characteristics required of a meeting planner and describe the job opportunities available in the convention/meeting industry.
4. Identify the importance of defining the goals and objectives for a meeting.
5. Identify the functional areas and line items of an event budget.
6. Describe an integrated marketing strategy that includes direct mail, press relations, advertising, and the Internet.
7. Discuss the role and mission of a convention and visitors bureau (CVB).
8. Discuss legal issues pertaining to meeting management such as contracts, liability, insurance, and risk management.
9. Discuss the steps involved for making arrangements for housing, transportation, and food service.
10. Discuss the importance of conducting an evaluation of all aspects of a meeting.

### Course Requirements

1. **Exams** – There will be three examinations given during the semester. Exams will be taken over Blackboard by their respective due dates/times. Each exam will be valued at 50 points. Exams will cover content from textbook chapters, lecture content, and class discussions. Exams typically consist of multiple choice, true/false, short answer, and essay questions. The instructor will let you know what kind of questions are on each exam prior to the exam. **Make-up exams will not be given** except in the case of extenuating circumstances. Documentation (doctor's note, obituary, etc.) must be presented to the instructor within one week of the exam to be considered as possibly excused. Exam dates are provided in the course schedule.
2. **Discussion Board Assignments** – Each student is required to participate in weekly class discussions related to the topic of discussion for that week on the Blackboard discussion board assigned for that week. Students are required to post their response to the questions(s) by their respective due dates. **Each week, your response is due by Saturday at 11:59 p.m.** Your grade for discussions will be based both on quantity and quality (no less than 250 words, no more than 500). **There is no make-up for missing weekly discussion boards.**
3. **Semester Project** – All students are required to complete a semester project related to a current issue affecting the event industry. The student will then write a report and submit it to Blackboard. **The project is due no later than 11:59 p.m. on June 3, 2021.** Format for the project is **Microsoft Office Word document, double-spaced, Times New Roman font, 12 pt, and one-inch margins.** More specific guideline on semester project is provided in Blackboard.
4. **Attendance, Participation, and Professionalism** – Your attendance and participation efforts will be reflected in your final grade. This means signing into Blackboard often and being actively engaged in weekly class discussions. Blackboard allows me to see how often, how long, and when you log on to Blackboard. It is expected that students conduct themselves in a mature and professional manner. Professionalism includes reading assigned materials, constructive participation in course activities, timely completion of

assignments, courtesy toward classmates and instructor, and respecting others and their opinions, whether you agree or disagree.

5. This course will be presented using Blackboard. If you are not familiar with Blackboard, please complete the Blackboard Student User Training. If you experience any technical difficulty with Blackboard, please contact the Helpdesk by calling them at 270-745-7000 or clicking the Helpdesk button in your Blackboard course menu. **Please do not submit assignments via mobile app. Use the full-Site for submitting and checking assignments, course materials, due dates, and grades.** It is the student's responsibility to verify Blackboard submissions. Be prepared for technology problems, as they will occur! It is imperative that students not wait until the last possible time to upload assignments or take exams.

### Grading

Final grade will be based upon the following components:

• Exams (3x50 points each)	150 points
• Blackboard Discussion Board (3x40 points each)	120 points
• Semester Project	100 points
• Introduction Assignment	30 points
<b>Total Points</b>	<b>400 points</b>

The final grade scale is as follows:

A = 90 – 100%
B = 80 – 89%
C = 70 – 79%
D = 60 – 69%
F = 59% and Below

### Assignment Policy

Late assignments will not be accepted for full credit! Late work for any reason will be discounted 50% in grade per day. One day late is half credit – 50%. Two days late is zero credit – 0%. Be prepared for technology problems, as they will occur! It is imperative that students not wait until the last possible time to upload assignments or take exams. **Waiting until the last minute and then having a technology issue is not a valid reason to receive an extension on assignments.**

### Email and Communication

It is required that students enrolled in this class use only their **TopperMail** account as the primary means of communication and **check it at least one time per day**. Information will also be placed on the Blackboard course site, so be sure to check the course web page often for updates. When sending emails please remember to be professional and courteous in your email. **Emails that are not properly written and do not have a subject will not be returned.** To ensure a prompt response to any email communication, you are expected to put **“HMD375”** in

your subject line as a prefix. For example, your subject line could be: **HMD375/ Question About Syllabus.**

### **Acceptable Email Format**

Subject: HMD 375/ Question About Syllabus

Dr. Soltani,

Body of your email, which might be a question or concern that you have.

Best,

Your name

Your #800 (which is useful to look at your grades and records on TopNet)

### **Inappropriate Email Practices**

- Informal language like “Hey”
- Using Ms./Mrs.
- Use of emoji in the email, etc.
- In short, any format that is not like above.

### **Discussion Board Etiquette**

- Make an effort to be engaged throughout the week. Posting responses on Friday afternoon is not conducive to thought-provoking discussion.
- REFRAIN FROM USING ALL CAPS. IT IS CONSIDERED SHOUTING.
- Respect others’ opinions. If you disagree with what another student has said, post your thoughts in an objective, respectful manner. Do not make remarks that can be taken personally.
- Reflect upon the text you have entered before posting.
- Keep the discussion within the scope of the course material.
- Communication should be grammatically correct. Adhere to correct sentence structure, grammar, and spelling conventions.
- Before you respond to a threaded message, read all the messages related to that message that have been previously posted.

### **Tentative Chapter and Topic Coverage**

Chapter 01: Introduction to the Meetings, Expositions, Events & Conventions Industry (MEEC)

Chapter 02: Meeting, Exhibition, Event, and Convention Organizers and Sponsors

Chapter 03: Destination Marketing Organizations (DMOs)

Chapter 04: Meeting, Expositions, Event, and Convention Venues

Chapter 05: Exhibitions and Trade Shows

Chapter 06: Service Contractors

Chapter 07: Destination Management Companies

Chapter 08: Special Events Management

Chapter 09: Food and Beverage  
Chapter 10: Legal Issues in the MEEC Industry  
Chapter 11: Technology and the MEEC Professional  
Chapter 12: Sustainable Meetings and Events  
Chapter 13: Planning MEEC Gatherings  
Chapter 14: Producing Meetings and Events

### **Academic Dishonesty**

The following list describes the types of academic misconduct that will not be tolerated in any way in this class:

1. **Cheating:** Use of an unauthorized “aid” while taking a test, having another person take an exam or quiz in the place of the student, stealing an examination, using group work as an individual student's work, or unauthorized use of assistance from a lab or computer technician. **Note:** If a proctor at a test site sees/finds a paper, electronic device, or writing on a body part (e.g. hand, arm, leg, etc.) with course information during the exam, this will be considered as cheating and the student will receive a zero for the exam and possibly an “F” in the course. It is incumbent on the student to assure that all books, papers, notes, and electronic devices that contain course information are securely stored away -- there is a no tolerance in this area.
2. **Fabrication:** Falsifying data in laboratory results, inventing information for a report, falsifying citations to sources of information.
3. **Facilitating Academic Dishonesty:** Aiding another student in committing academic misconduct. This would include, but is not limited to, providing another student with answers for any graded assignment.
4. **Interference:** Stealing, changing, destroying, or impeding another student's work. Impeding includes stealing, defacing, or mutilating resources to deprive someone the use of resources.
5. **Plagiarism:** Using the ideas, words, or statements of another person without giving credit to that person. A student shall give credit to the works of others if the student uses another person's words, ideas, opinions, or theories or borrows facts, statistics, or other illustrative material unless the information is common knowledge.
6. **Online Courses:** When taking an exam, only one browser window/tab can be open – the exam. If you have another browser window open or another browser tab open, this would be considered cheating regardless of what is in the second window/tab.
7. **Violation of Course Rules:** Not following course rules as outlined in the course syllabus, other course documents, email messages, and as instructed on the course website.

### **Title IX Misconduct/Assault Statement**

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at

<https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and

Discrimination and Harassment Policy (#0.2040) at

[https://wku.edu/policies/hr\\_policies/2040\\_discrimination\\_harassment\\_policy.pdf](https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf).

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Deborah Wilkins, 270-745-5396 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

### **ADA Accommodation Statement**

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto:sarc.connect@wku.edu). Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

### **Writing Center Assistance**

The Writing Center on the Bowling Green campus is offering *only* remote assistance to writers during the covid-19 pandemic. WKU students may request feedback on their writing via email or arrange a real-time Zoom conference to discuss a paper. See instructions and how-to videos on the website ([www.wku.edu/writingcenter](http://www.wku.edu/writingcenter)) for making online synchronous (Zoom) or asynchronous (email) appointments. Students may also get short writing questions answered via email; just put "Quick question" in the subject line to ([writingcenter@wku.edu](mailto:writingcenter@wku.edu)).

### HMD 375 – Summer 2021 Course Schedule (Tentative)\*

Week	Text & Readings	Assignments & Exams
Week 1	Chapter 1	<ul style="list-style-type: none"> <li>• Introduction – May 13 (Thu)</li> <li>• Discussion 1 – May 15 (Sat)</li> </ul>
	Chapter 2	
	Chapter 3	
	Chapter 4	
<b>Exam 1</b>	<b>Chapters: 1, 2, 3, 4</b>	<b>May 14 (Fri) – May 16 (Sun)</b>
Week 2	Chapter 5	<ul style="list-style-type: none"> <li>• Discussion 2 – May 22 (Sat)</li> </ul>
	Chapter 6	
	Chapter 7	
	Chapter 8	
	Chapter 9	
<b>Exam 2</b>	<b>Chapters: 5, 6, 7, 8, 9</b>	<b>May 21 (Fri) – May 23 (Sun)</b>
Week 3	Chapter 10	<ul style="list-style-type: none"> <li>• Discussion 3 – May 29 (Sat)</li> </ul>
	Chapter 11	
	Chapter 12	
	Chapter 13	
	Chapter 14	
<b>Exam 3</b>	<b>Chapters: 10, 11, 12, 13, 14</b>	<b>May 28 (Fri) – May 30 (Sun)</b>
Week 4		<ul style="list-style-type: none"> <li>• Semester Project – June 3 (Thu)</li> </ul>

\* Please note that this is a tentative schedule, and subject to change.

\*I reserve the right to revise this syllabus and alter this course at my discretion.