



## Online HRTM 364 Conference & Meeting Planning (3 credits)

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**Virtual Office Hours:** 10:00 – 12:00 on Mondays and 1:00 – 3:00 on Wednesdays in Eastern Time Zone via Blackboard Collaborate or by appointment

### I. Academic Bulletin Description

Planning and managing conferences and meetings in the tourism industry.

**Prerequisite:** None

### II. Learning Outcomes

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

1. Describe the scope and magnitude of the MEEC industry,
2. Gain the various knowledge, skills, and abilities that are necessary to be a successful event professional,
3. Identify the tasks and activities involved in producing a meeting, conference, and/or event,
4. Analyze the issues involved in producing a meeting, conference, and/or event,
5. Identify the current trends within the MEEC industry that may have an impact on producing a meeting, conference, and/or event, and
6. Criticize case studies (real-world situations) within the meeting and conference industry to best determine “ethical” choices mandated by industry standards.

All learning outcomes in this course are equivalent to the face-to-face (F2F) version of this course.

### III. Course Materials

#### **Required textbook.**

Fenich, G. G. (2019). *Meetings, Expositions, Events & Conventions: An Introduction to the Industry*. (5th ed.). New York, NY: Pearson. ISBN: 9780134735900.

All course materials comply with copyright/fair use policies.

#### IV. Course Format

This course is an asynchronous online course. Students will work at different times from different locations and will not be required to attend any face-to-face (F2F) or synchronous meetings at the same time.

All discussion board posts and emails will be responded to within 24 hours. Feedback will be provided on all assignments within 48 hours. To succeed in an online class, students must be extremely motivated and well organized. Students will need to purchase the required textbook listed above by the first day of the course. Other course materials are available via Blackboard (“BB”). Regular Internet access is essential for the successful completion of the course.

The typical class structure will consist of learning modules, which include:

- Short Videos/PowerPoint Lectures
- Readings
- Online Discussions
- Checkers
- Mid-term/Final Exams
- Online activities/assignments
- Meeting/Conference Trend Report

It is important to understand that this is not a self-paced class or an independent study. Students will have assigned deadlines and their work must be submitted on time. They may not save up their assignments to complete in the last weeks or days of the semester. One critical part of this class is regular interaction with other students and with the instructor. Each assignment sequence must be completed on schedule – students can't work ahead or get behind.

#### V. Technology Requirements and Support

**Technology Requirements:** All lectures will be provided through the voice-over powerpoint presentations. Students must have access to the Internet to view/hear lectures. No special software is required. Students will also submit all assignments and take all quizzes/tests through Blackboard. The PowerPoint presentations, links, assignments, quizzes, etc., are located on Blackboard for the course. To participate in learning activities and complete assignments, students will need:

- Access to a working computer that has a current operating system with updates installed, plus speakers or headphones for videos;
- Reliable Internet access and a USC email account;
- A current Internet browser compatible with Blackboard (Google Chrome is the recommended browser for Blackboard);
- Microsoft Word as a recommended word processing program;
- Respondus, lockdown browser, will be used to prevent cheating during online exams; and

- Reliable data storage for students' work, such as a USB drive or Office365 OneDrive cloud storage.

**Technical Support:** If students have any problems with their computer, technology, IT-related questions, support, including Blackboard, please contact the Division of Information Technology (DoIT) Service Desk at (803) 777-1800 or submit an online request through the [Self-Service Portal](#) or visit the [Carolina Tech Zone](#). The Service Desk is open Monday – Friday from 8:00 AM – 6:00 PM (Eastern Daylight Time). If you are located in the Columbia, SC area, the Thomas Cooper Library at UofSC has a computer for you to use in case you encounter computer issues/problems.

## VI. Learning Module

All course deadlines are listed in Eastern Time Zone. If students are in a different time zone, plan accordingly. Each week begins on a Monday and ends on the following Sunday.

Weekly responsibilities/deadlines are as follows:

- Monday/Tuesday: Read the assigned text(s) for the week and Watch online lectures
- Wednesday 11:59 PM: Post initial online discussions on the discussion board.
- Thursday 11:59 PM: Submit the weekly assignment (available from Monday through Thursday)
- Friday 11:59 PM: Complete checkpoints (available from 7:00 AM until 11:59 PM).
- Sunday 11:59 PM: Respond to the online discussions on the discussion board.

## VII. Course Evaluation Contents and Grading Scale

**Participation.** Students are expected to have active participation in this class with high integrity and excellent learning ethics. As an upper-level class, HRTM 364 requires students to be more engaged in the learning environment with their analytical skills, critical thought process, and constructive but challenging mindset. Students will be evaluated their participation through the use of checkpoints, online discussions, viewing, and reviewing the ppts and video lectures for the class. Additionally, students are strongly encouraged to participate in virtual office hours when they have questions or need some help with class material.

**Study Café.** The Study Café is the place where students can help each other when they have questions, just as if we were sitting and discussing the class in a coffee shop. The questions must be course-related, not personal. If the students have personal issues and concerns, please contact the instructor directly through the email.

To use the Study Cafe, please use the following instructions:

- Click on "Study Cafe" on the left menu.
- Click on "Create Thread" when you have a question or a comment. Type "Question" or "Comment" in the subject and click submit.
- To respond to the question or comment, click on "Reply" and type your answer or comment, and then click on post.

Multiple people can answer the same question within a thread. That gives multiple perspectives and different ways of answering, just like a discussion. If you want to change the topic, please start a new thread. If you want to ask a question or make a comment on a topic that already has a thread, please do not start a new thread but keep the conversation within the existing thread. By keeping all conversations about the topic within the thread and starting a new thread for different topics, we can keep this board organized and easier to navigate.

If you want to receive an email every time someone posts to the Cafe, you can subscribe by clicking on the "subscribe" button on the top of the Cafe screen.

**Online Discussions.** Students will have weekly online discussions. They are required to post their own opinions to instructor-posted questions by 11:59 PM on **Wednesdays** and post comments at least **two peers** by 11:59 PM on **Sundays**. All readings and information from the class should be used for online discussions. The online discussion rubrics are provided on Blackboard.

**Checkpoints.** Checkpoints will be given to students for checking their understandings of each chapter. Each Checkpoint has 25 – 30 true/false and multiple-choice questions, available on every Friday between 7:00 AM and 11:59 PM. Students will have 15 minutes to complete all questions after they log in.

**Assignments.** Students will be given a weekly assignment, which is available at 9:00 AM on Monday and due by 11:59 PM on Thursday. Each assignment is related to each chapter to make students understood better about the contents and enhance their knowledge in the meeting and event industry. Assignments will include case study, current trends of the meeting and event industry in regards of technology, corporate social responsibility, food & beverage, and venue selection; socialtable computer activity; meeting contract analysis; conducting interviews with meeting planners; mock convention planning, so forth. Detailed guidelines of each assignment will be discussed.

**Meeting/Conference Trend Report.** Each student must choose one idea/concept from the chapter and get it approved by the instructor by **Sunday of the third week**. The idea is to get the most current information available on this idea/concept and share it with the class. Information should be referenced and current (within the past 6 months). Submit a paper and a recorded powerpoint presentation through Blackboard. Details of the paper guideline will be provided on Blackboard.

### **Format of the Trend Report.**

All written assignments are required to be submitted using Microsoft Word. There are no exceptions to this rule. Documents should be proofread to avoid spelling and grammatical mistakes. Additionally, all written assignments will be evaluated based on "quality," not "quantity." Also, all written assignments should adhere to the following guidelines:

- Spacing: one and a half;
- Font: Times New Roman in 12 points (size);
- Title of assignment centered on the first page, followed by student name in the next line;

- Documentation for all references and quotations using APA style; and
- Accurate spelling and grammar.

**Mid-term and Final Exam.** The exams will consist of True/False, Multiple Choice, Matching, and Short Answer questions. The final exam is comprehensive. Exam questions/answers are randomly displayed and drawn from substantial test banks. All online exams and assignments will be secured on the professor's office computer with a password.

### Grading/Course Requirements

All grades will be posted on Blackboard. Students are strongly encouraged to check their grades on a regular basis. A final letter grade will be assigned based on percentages.

Evaluation Items		Points	Percent
Participation (discussion boards)	15 discussions @ 10 points each	150	15%
Checkpoints	15 checkpoints @ 8 points each	120	12%
Meeting/Conference Trend Report	1@ 130 points	130	13%
Assignments	15 assignments @ 10 points each	150	15%
Mid-term Exam	1@ 200 points	200	20%
Final Exam	1@ 250 points	250	20%
<b>Total</b>		<b>1,000</b>	<b>100%</b>

### Total Points - 1000 points

A	900 – 1000 (90 – 100%)	B	800 – 869.9 (80 – 86.9%)
B+	870 – 899.9 (87 – 89.9%)	C	700 – 769.9 (70 – 76.9%)
C+	770 – 799.9 (77 – 79.9%)	D	600 – 669.9 (60 – 66.9%)
D+	670 – 699.9 (67 – 69.9%)		
F	0 – 599.9 (below 60%)		

### Determination of Grade:

In general, students can determine their standing in the course throughout the semester by keeping track of points on each assignment or through the use of the UofSC Blackboard account. If a student has questions regarding an earned grade on an assignment or needs clarification regarding a grade, s/he should come to see the instructor during live or virtual office hours or should make an appointment to talk to the instructor in order to discuss his/her questions.

**Grades will also not be discussed through emails, so please do not email with questions regarding grades.**

## VIII. Course Policy

**Incomplete Grades.** Incompletes will be granted only in accordance with the university policy.

**Late Work/Make-up Policy.** No late or make-up work is accepted. All assignments, discussions, and exams are due by the deadline as posted on the course schedule, except in case of extreme emergency pre-approved by the instructor. Please plan accordingly, and complete the assigned activities in advance of their deadlines to ensure any unanticipated circumstances do not result in a missed activity. User error does not qualify students for any kind of makeup or retake opportunity.

**Note.** All situations will be subject to proof of acceptable documentation from the student to the professor. A makeup exam/assignment is not guaranteed and is subject to the above-mentioned review by the professor and, if necessary, the administration. If an exam or quiz is not taken, the student will receive a zero on that particular exam or quiz.

Completing and submitting the assignments by the due date is the student's sole responsibility. If the student receives an incomplete score because of failure to submit the assignment or test by the due date, his/her score for that assignment will be recorded as "zero."

**Academic Dishonesty.** Academic honesty is essential to the existence and integrity of an academic institution. The responsibility for maintaining that integrity is shared by all members of the academic community. To further serve this end, the University supports a Student Code of Conduct in the Carolinian Creed which addresses the issue of academic dishonesty. You are expected to practice the highest possible standards of academic integrity. Any deviation from this expectation, such as improper citation of sources, using another student's work, and any other form of academic misrepresentation, will result in a minimum academic penalty of your failing the assignment, and can result in additional disciplinary measures such as failing the entire course and being reported to the University Office of Student Conduct. **Any assignments or exams that you are assigned to complete for this class are to be done individually without any help from other students or others unless otherwise noted in the assignment.**

**Plagiarism.** A direct copy of someone's words or ideas into students' work is a serious form of academic dishonesty. If another person's complete sentence, syntax, keywords, or the specific or unique ideas and information are used, students must give that person credit through proper citation.

**Class Conduct/Netiquette.** The discussion board is a way for students to share and learn their ideas with their colleagues in this class. We do this as colleagues in learning and the Discussion Board is meant to be a safe and respectful environment for us to conduct these discussions.

Some Netiquette Rules:

- Treat one another with respect. It will be expected that we will not attack one another personally for holding different opinions.
- Do not use all CAPITAL LETTERS in emails or discussion board postings. This is considered "shouting" and is seen as impolite or aggressive.
- Begin emails with a proper salutation (Examples: Dr. Name; Ms. Name; Hello Professor Name; Good afternoon Mr. Name). Starting an email without a salutation or a simple "Hey" is not appropriate.

- When sending an email, please include a detailed subject line. Additionally, make sure students refer the course number (Ex. HRTM 364) in the message and sign the mail with their name.
- Use proper grammar, spelling, punctuation, and capitalization. Text messaging language is not acceptable.
- Use good taste when communicating. Profanity should be avoided.
- Re-read, think, and edit students' message before they click "Send/Submit/Post."

Please remember when posting to be respectful and courteous to their colleagues, and limit their posts to discussions of this course and its assignments.

**Course Communication.** The instructor will be communicating with students regarding grades and assignments. If a student needs to get in touch with the instructor, the best method is via email. Generally, the instructor will reply to emails within 24 hours. Students may also post questions about the course on the Blackboard Discussion Board. These questions will be answered within 24 hours.

If students are having trouble with this course or its material, they should contact the instructor via email to discuss the issues.

Announcements will be posted on Blackboard whenever necessary. The announcement is automatically sent to a student's UofSC email. If the student's primary email is different from the UofSC email account, he/she should make sure that the Blackboard account is linked to the primary email account, which is the student's responsibility to set up.

Please be sure that the email you check regularly is set on Blackboard:

- Click on the My UofSC tab along the top of the page on Blackboard
- In the Tools module, click on "Personal Information"
- Click on "Edit Personal Information"
- Scroll down to the listing for Email
- The box will be listed on what Blackboard has as a student's email address. If the student wants to change it, delete the email address in the box and type in the email address he/she wants to use.
- Click on the Submit button at the top or bottom of the page.

**Minimal Technical Skills Needed.** Minimal technical skills are needed in this course. All work in this course must be completed and submitted online through Blackboard. Therefore, students must have consistent and reliable access to a computer and the Internet. The minimal technical skills the students should have include the following abilities to:

- Organize and save electronic files;
- Use UofSC email and attached files;
- Check email and Blackboard daily;

- Download and upload documents;
- Locate information with a browser; and
- Use Blackboard.

**Disability Services.** [Student Disability Resource Center \(http://www.sa.sc.edu/sds/\)](http://www.sa.sc.edu/sds/): The Student Disability Resource Center (SDRC) empowers students to manage challenges and limitations imposed by disabilities. Students with disabilities are encouraged to contact the instructor to discuss the logistics of any accommodations needed to fulfill course requirements (within the first week of the semester). To receive reasonable accommodations from the instructor, the student must be registered with the Student Disability Resource Center (Close-Hipp, 2<sup>nd</sup> floor Columbia, SC 29208, 803-777-6142). Any student with a documented disability should contact the SDRC to make arrangements for appropriate accommodations.

**Student Success Center (SSC).** In partnership with UofSC faculty, the Student Success Center (SSC) offers a number of programs to assist students in better understanding their course material and to aid them on their path to success. SSC programs are facilitated by professional staff, graduate students, and trained undergraduate peer leaders who have previously excelled in their courses. Resources available to the students in this course may include:

- **Peer Tutoring:** Students can make a one-on-one appointment with a [Peer Tutor \(www.sc.edu/success\)](http://www.sc.edu/success). Drop-in Tutoring and Online Tutoring may also be available for this course. Visit their website for a full schedule of times, locations, and courses.
- **Supplemental Instruction (SI):** SI Leaders are assigned to specific sections of courses and hold three weekly study sessions. Sessions focus on the most difficult content being covered in class. The SI Session schedule is posted through the SSC website each week and will also be communicated in a class by the SI Leader.
- **Peer Writing:** Improve students' college-level writing skills by bringing writing assignments from any of their classes to a Peer Writing Tutor. Similar to Tutoring, the students can visit the website to make an appointment, and to view the full schedule of available drop-in hours and locations.
- **Success Consultations:** In Success Consultations, SSC staff assist students in developing study skills, setting goals, and connecting to a variety of campus resources. Throughout the semester, the instructor may communicate with the SSC via Success Connect, an online referral system, regarding students' progress in the course. If contacted by the SSC, please schedule a Success Consultation. Success Connect referrals are not punitive and any information shared by the instructor is confidential and subject to FERPA regulations.

SSC services are offered to all UofSC undergraduates at no additional cost. You are invited to call the Student Success Hotline at (803) 777-1000, visit the [SSC website \(www.sc.edu/success\)](http://www.sc.edu/success), or stop by the SSC in the Thomas Cooper Library on the Mezzanine Level to check schedules and make appointments.



**Writing Center.** [Writing Center \(http://artsandsciences.sc.edu/write/university-writing-center\)](http://artsandsciences.sc.edu/write/university-writing-center)

This course has many writing assignments. The University Writing Center is an important resource you should use! It is open to help any UofSC student needing assistance with a writing project at any stage of development. The main Writing Center is in Byrnes 703.

**Counseling Services.** [Counseling Services](https://sc.edu/about/offices_and_divisions/student_health_services/medical-services/counseling-and-psychiatry/index.php)

[\(https://sc.edu/about/offices\\_and\\_divisions/student\\_health\\_services/medical-services/counseling-and-psychiatry/index.php\)](https://sc.edu/about/offices_and_divisions/student_health_services/medical-services/counseling-and-psychiatry/index.php): The University offers counseling and crisis services as well as outreach services, self-help, and frequently asked questions.