

George Mason University
College of Education and Human Development
School of Sport, Recreation, and Tourism Management
Tourism and Events Management

TOUR 440_001 Meetings & Conventions
3 Credits, Spring 2024
Tuesday 1:30 pm – 3:45 pm
Horizon Hall 1011

Faculty

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Prerequisites

TOUR 241

Course Description

Analyzes meetings, incentives, conventions, and exhibitions with respect to business environment and structure, industry suppliers, site and facility selection, human resource management, legal and financial issues, marketing and promotion, and event organization.

Course Objectives

This course is designed to enable students to do the following:

1. An understanding of the meetings industry.
2. Technical/professional skills required to properly execute and manage meetings, conference, exhibition, and conventions.
3. Apply knowledge and techniques to real world situations.

PROFESSIONAL ASSOCIATION STANDARDS/CAREER BUILDER

N/A

NATURE OF COURSE DELIVERY

In class and online based activities

Required Texts

N/A, course PPT slides and reading materials will be provided.

Suggested text

Event Industry Council Manual (109th Edition). (2020) Washington, DC: Event Industry Council

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, hard copy).

Assignments and Examinations

It is expected that all assignments be completed on time. Each assignment not completed IN TIME will result in a loss of 10 points per each late day in addition to any points the actual assignment may be worth.

Type	Points	Due Date
Attendance and in-class participation	50	Each class
Midterm	85	2/27 (Tue)
Weekly activities (3 point x 10 times)	30	Throughout the semester
Discussion Board (10 point x 5 times)	50	Throughout the semester
Team Project 1) Oral presentation (40) 2) Portfolio (60)	100	PPT due: 4/15 11:59 pm Oral Presentation: 4/16 Portfolio due: Dec 4/19
Final Exam	85	5/7, 1:30 pm ~ 4:15 pm
Total	400	

Team Project

Students will develop a meeting planning portfolio based on the provided scenario.

1) Portfolio

Each team will develop a meeting portfolio according to specifications provided by the professor. Each team will also present their work to the class with Power Point slide. Details will be discussed in the class at the beginning of semester.

2) Oral Presentation

You will be given 15 minutes to present their final project. Detailed grading matrix will be given later of this semester.

Examinations

Exams will include a midterm and a final exam. They will be conducted on the scheduled date/time only.

Notes: *Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. Make up exam may be an essay type.

• **Grading Policies**

388 - 400 (97%-100%)	A+
376 -387 (94% - 96.9%)	A
360- 375 (90%-93.9%)	A-
352 -359 (88%-89.9%)	B+
336- 351 (84%-87.9%)	B
320- 335 (80%-83.9%)	B-
312- 319 (78%-79.9%)	C+
296- 311 (74%-77.9%)	C
280 -295 (70%-73.9%)	C-
240- 279 (60% - 69.9%)	D
0 - 590 (0%-59%)	F

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

Class Schedule

WEEK	DATE	TOPIC	Activity (including weekly quiz and discussion forum)
1	1/16	Introduction to Meetings and Conventions Syllabus Review	Posted on Blackboard
2	1/23	Meeting Components & Types of Meetings Final project review and team member selection Setting goals and objectives	Posted on Blackboard
3	1/30	Attendee Profile	Posted on Blackboard
4	2/6	Budgeting, Part 1	Posted on Blackboard
5	2/13	Site selection	Posted on Blackboard
6	2/20	Programming	Posted on Blackboard
7	2/27	Mid-term Exam	Posted on Blackboard
8	3/5	SPRING BREAK – NO CLASS	Posted on Blackboard
9	3/12	Logistics	Posted on Blackboard
10	3/19	Food and Beverage	Posted on Blackboard

11	3/26	Budgeting Part 2	Posted on Blackboard
12	4/2	Meeting Technology	Posted on Blackboard
13	4/9	Group project work day (Q & A session)	Posted on Blackboard
14	4/16	Final Project Oral Presentations <u>Final Project Due</u>	Posted on Blackboard
15	4/23	Summary of Meetings and Conventions	Posted on Blackboard
16	4/30	Final Exam REVIEW	REVIEW

Note: Faculty reserves the right to alter the schedule as necessary.

Notice of mandatory reporting of sexual assault, sexual harassment, interpersonal violence, and

stalking: As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance or support measures from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/the-mason-honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services and inform their instructor, in writing, as soon as possible. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].

- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.