

Technical College of the Lowcountry
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HOS 258
CONVENTION MANAGEMENT

Course Description

This course is a study of acquiring, soliciting and servicing convention or individual properties in the hospitality industry.

... <Prerequisites: RDG 032, ENG 032> 3 Cr (3 lect/pres, 0 lab, 0 other)

Course Focus

This course focused on acquiring, soliciting and servicing convention or individual properties in the hospitality industry.

Text and References

Convention Management & Service. 8th Edition. Astoff, Abbey. Pearson Publishing.
ISBN 978-0133-0769-29

Course Goals

The following list of course goals will be addressed in the course. These goals are directly related to the performance objectives. (*designates a CRUCIAL goal)

1. 1. associate site selection factors
2. categorize group customers
3. categorize meeting types
4. categorize sales office records systems
5. characterize association meetings
6. characterize convention service manager position
7. characterize exhibit planning
8. chart post convention review procedures
9. chart post function activities
10. classify control issues
11. contrast service related issues
12. define key trade show personnel
13. define keywords and terminology
14. define marketing concepts
15. demonstrate personal sales call
16. demonstrate room furniture setup and functions
17. depict corporate market
18. depict public relations

19. describe audiovisual types
20. describe hospitality programs
21. describe organizational design
22. distinguish contract elements
23. explain market research process
24. explain marketing plan development steps
25. explain time and usage considerations
26. identify corporate meeting characteristics
27. identify food function types
28. identify food service types
29. illustrate post convention review
30. illustrate selling meeting services
31. illustrate sheet preparation format
32. interpret pre convention meeting purpose
33. name association reference resources
34. outline marketing plan
35. outline sales office and department interaction
36. prioritize personal sales call steps
37. relate advertising technology
38. relate emerging meeting facility types
39. relate food trends
40. reveal convention service manager duties and role
41. review advertising process
42. roleplay service staff positions
43. summarize advertising strategies
44. summarize audiovisual equipment outsourcing
45. summarize hotel staff considerations

Student Contributions

Each student will spend at least 6 hours per week preparing for class. Attendance is critical in this class. Students are expected to complete all quizzes, exams, and homework assignments according to the published schedule. For TCL attendance policy, please refer to the student hand book.

Course Evaluation

Your grade will be based on the percentage of point's earned/the total number of points possible.

(14) Weekly Assignments-350 points

(1) Exam-100 points

(1) Project- 150 points

The grading scale for this course is as follows:

90-100=A

80-89=B

70-79=C

60-69=D

0-59=F

*The Instructor reserves the right to modify the number of assignments and/or point totals as needed. The grade scale will not be modified.

Course Schedule

This online course material will be posted weekly. It is the student's responsibility to check Blackboard for new assignments, exams and projects. Please pay attention to assignment deadlines. Late work will not be accepted. Please see Blackboard for the schedule of coursework and assignment deadlines.

Approved by: *Kenneth Flick* Developed/Revised: 8/15/2013
Ken Flick, Division Dean for Business/Industrial Division

ADA STATEMENT

The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days of the academic term.

ACADEMIC MISCONDUCT

There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship.

It is the student's responsibility to address any questions regarding what might constitute academic misconduct to the course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code and Grievance Procedure are provided in the *TCL Student Handbook*, the Division Office, and the Learning Resources Center.

ATTENDANCE

The College's statement of policy indicates that students must attend ninety percent of total class hours or they will be in violation of the attendance policy.

- Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Students taking an online/internet class must sign in **and** communicate with the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Reinstatement requires the signature of the division dean.

In the event it becomes necessary for a student to withdraw from the course OR if a student stops attending class, it is the student's responsibility to initiate and complete the necessary paperwork. Withdrawing from class may have consequences associated with financial aid and time to completion.

When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor **MUST** withdraw the student with a grade of "W", "WP", or "WF" depending on the date the student exceeded the allowed absences and the student's progress up to the last date of attendance

or

under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.

Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.

- A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.

A copy of TCL's **STATEMENT OF POLICY NUMBER: 3-1-307 CLASS ATTENDANCE (WITHDRAWAL)** is on file in the Division Office and in the Learning Resources Center.

HAZARDOUS WEATHER

In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ 98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVW 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVH 101.1, WSOK 1230 AM, WAEV 97.3, WTOC TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. www.tcl.edu/textalert.asp

Emergency Text Message Alert

Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. Participants receive immediate notification of emergency events and weather cancelations via text messaging on their cell phones. Participants can also opt in to receive non-emergency news and announcements. Go to www.tcl.edu. On the homepage, click on “emergency TextAlert at TCL” and fill out the form or go to www.tcl.edu/textalert.asp