Sinclair Community College
444 E. Third St.
Dayton, OH 45402

Master Syllabus

HMT 1150 - Meeting & Event Planning

Division: Business and Public Services

Department: Hospitality Management

Credit Hour Total: 3.0   **Lecture Hrs:** 3.0

Prerequisite(s): HMT 1105

Date Revised: March 2013

Course Description:

This course teaches students meeting and event basics such as negotiation and contracts, marketing, trade-shows, sponsorships, technology utilization, and post-event activities.

General Education Outcomes:

- Critical Thinking/Problem Solving Competency
- Information Literacy Competency

Course Outcomes:

Meeting management
Design and apply registration, meeting logistics, and technology in a simulated presentation.

Assessment Method: Locally developed exams
Performance Criteria:

Students will perform 70% or above with one hour to complete the assessment

Assessment Method: Simulations
Performance Criteria:

Students will complete C-Vent online certification with a score of 70% or higher

Client objectives
Develop pre-sale client requirements including all aspects of budget and cash-flow management.

Assessment Method: Locally developed exams
Performance Criteria:

Students will perform 70% or above with one hour to complete the assessment

Assessment Method: Simulations
Performance Criteria:

Students will complete C-Vent online certification with a score of 70% or higher

Program development
Coordinate site selection, negotiate contracts and anticipate risk management.

Assessment Method: Locally developed exams
Performance Criteria:

Students will perform 70% or above with one hour to complete the assessment

Assessment Method: Simulations
Performance Criteria:

Students will complete C-Vent online certification with a score of 70% or higher

Promotion considerations for client needs
Organize marketing and media promotion, trade shows, sponsorship and speakers.

Assessment Method: Locally developed exams
Performance Criteria:

Students will perform 70% or above with one hour to complete the assessment

Assessment Method: Simulations
Performance Criteria:

Students will complete C-Vent online certification with a score of 70% or higher

Outline:

Negotiation and Contracts

Marketing, trade-shows, and sponsorships

Technology utilization, in-house and on-site

International meetings and events
Post-event activities