

## 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

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### 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
- Information Literacy

### 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