

Master Syllabus

HMT 1151 - Special Events, Expositions & Festivals

Division: Business and Public Services

Department: Hospitality Management

Credit Hour Total: 3.0

Lecture Hrs: 3.0

Prerequisite(s): HMT 1150

Date Revised: March 2013

Course Description:

This course specializes in weddings, social events, parties, receptions, grand openings, expositions, and festivals. Students will learn strategies for building floor plans, pricing, and religious/cultural values that could affect the protocol of an event.

General Education Outcomes:

- ▣ Oral Communication Competency
- ▣ Written Communication Competency
- ▣ Information Literacy Competency

Course Outcomes:

Weddings

Plan, organize, complete a budget/cost analysis and build a floor plan for a medium size wedding.

Assessment Method: Portfolios

Performance Criteria:

Submit a wedding plan as a written document in 12 font times new roman letters with a minimum of 150 attendees, but no more than 300 attendees based on the event planning rubric and guidelines set by your instructor. It will presented using powerpoint or prezi within 20-30 minutes. 70% or above must be achieved on the written document and presentation for successful completion of the assignment.

Social Events

Plan, organize, complete a budget/cost analysis and build a floor plan for a social event, themed party, reception, or grand opening.

Assessment Method: Portfolios

Performance Criteria:

Submit any two of the following plans:

- Social Event
- Themed Party
- Reception
- Grand Opening

as a written document in 12 font times new roman letters with a minimum of 75 attendees, but no more than 100 attendees based on the event planning rubric and guidelines set by your instructor. 70% or above must be achieved on the written documents for successful completion of the assignment.

Exposition/Festival

Plan, organize, complete a budget/cost analysis and build a floor plan for an exposition or festival.

Assessment Method: Portfolios

Performance Criteria:

Submit a Exposition or Festival plan as a written document in 12 font times new roman letters with a minimum of 1000 attendees, but no more than 1500 attendees based on the event planning rubric and guidelines set by your instructor. It will presented using powerpoint or prezi within 20-30 minutes. 70% or above must be achieved on the written document and presentation for successful completion of the assignment.

Outline:

Weddings
Social Events
Parties
Receptions
Grand Openings
Expositions
Festivals