HRT 2070

David Pearlman

University of New Orleans

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Recommended Citation

Lester E. Kabacoff  
School of Hotel, Restaurant and Tourism Administration  
Fall 2015

Course title and number:  HRT 2070 – Introduction to Conventions (Internet)

Day/Time/Place of class meeting:  INTERNET

Instructor’s Name:  David Pearlman PhD., CHE  
Office:  Kirschman Hall 451  
Phone:  504-280-6962  
Email:  dpearlma@uno.edu (the best way to contact me)  
Office Hours:  Fall 2015

- Monday – none  
- Tuesday – 10:00 am – 11:00 am and 12:30 pm – 1:30 pm  
- Wednesday – noon – 2:00 pm  
- Thursday – 12:30 pm – 5:30 pm  
- Friday – none

If these times do not work for you, just contact me to schedule an appointment.

Course Description:  
The course serves as an introduction to the segment of the hospitality industry dealing with meetings, conventions, events, and incentive travel. The course provides a survey of the industry players; national associations; career opportunities; the wants and needs of the attendee as well as sponsors and organizers.

Student Learning Outcomes:
• To learn the Fundamentals of Meetings, Incentive Travel, Conventions, and Exhibitions  
• To know the common Decision Factors used in selecting a location  
• To know how to conduct a Destination Assessment  
• Learn the processes involved in Organizing and Hosting International Events  
• Understand the importance of Managing Currency and Finances  
• Learn the steps involved in Program Planning and Development  
• Become aware of Cultural Considerations within the meetings industry  
• Understand what is involved in Marketing the Event  
• Become aware of International Contracts and Legal issues within the meetings industry  
• Know what is involved when implementing the Meeting Plan  
• Know what is involved when exhibiting Abroad including On-Site Operations and preparing For Travel Abroad  
• Know about Safety and Security issues within the meetings industry  
• Learn about trends involving Event Technology

Course Prerequisite:  None
My Philosophy of Teaching:

I have five major goals as a teacher:

1) To get students to think
2) To empower students to believe in their abilities
3) To instilled in students the personal responsibility to succeed in school and in life
4) To facilitate in student success in whatever they choose to pursue
5) To teach students how to effectively communicate their knowledge and beliefs both verbally and in writing

I feel that if students feel empowered and able to communicate their thoughts they should develop faith in their beliefs and convictions, which is necessary for development and growth that, in turn, leads to success and accomplishment.

I feel that learning can and should be fun and that there are many ways of teaching a subject with no single approach appealing to all audiences. I get to know the students’ needs and wants as well as how they would like it delivered, which results in Targeted Education. I feel that the pleasures in learning and in teaching are the common ground necessary to sustain effective teaching. My one-on-one interactions with students expand my knowledge and perspective; and thus enable me to keep alive the desire to learn and the will to make learning relevant.

I feel that good teachers are enthusiastic, energetic, approachable, open, concerned, and imaginative; and above all, I believe teachers must have a good sense of humor and be fair, which are personality traits that I constantly strive to possess. I believe that good educators are masters of a subject; they can synthesize and present clearly information by pointing out relationships and personal importance compelling students to be truly interested

Required Text or Readings:


Correct APA Formatted Reference for our Textbook:


The library has been able to make available an electronic version of your textbook for FREE. All you have to do is click on the link http://goo.gl/S0CVlf.

When you click on the link, it will ask you to login as a guest. If you are off campus, you will have to login with their student id number (followed by 00) and their PIN.............then they will get the EBL page that requires them to click on “Log in as a guest.” However, at this point, you should be able to download this book for future use.

Learning Resources:

Additional readings may be handed out in class throughout the semester or posted on MOODLE (http://www.uno.edu/moodle/MoodleHome.aspx) USE THE FIREFOX WEB BROWSER not INTERNET EXPLORER FOR BEST RESULT. Students are expected to read these materials by the dates listed within the calendar.

The course website on MOODLE will include essential instructional materials so students are expected to check and read the posted instructions and information on a regular basis -- AT LEAST ONCE EVERY TWO DAYS -- ESPECIALLY SUNDAY EVENINGS.

- Course syllabus, student information form, APA writing guidelines are posted under “course information.”
- All assignments are posted under “course assignments.” In addition, student examples are also provided. They are not meant to represent “A” or excellent work, but are provided to you as a guide.
- All quizzes are posted under “Quizzes/Exams.”
- All readings and chapter PPT are posted under “course documents.”
- Extra information/readings related to the class topic (added, just in case you wanted to learn more, lol) are posted under “Industry Sample Documents.”
Equipment And Software Required:
Moodle is used as part of the instructional delivery; therefore, students will need Internet access in order to succeed in the course. For the minimum requirements, see http://www.uno.edu/DL/students.htm cable or DSL connection to the Internet are recommended. Moodle also works best using the Mozilla Firefox web browser.

Topic Areas:
1) Fundamentals of Meetings, Conventions, and Exhibitions.
2) Deciding Factors.
3) Destination Assessment.
4) Organizing and Hosting International Events.
5) Managing Currency and Finances.
6) Program Planning and Development.
7) Cultural Consideration.
8) Marketing the Event.
9) International Contracts and Legalities.
10) Implementing the Meeting Plan.
11) Global Exhibitions.
12) On-Site Operations.
13) Preparing for Travel Abroad.
14) Safety and Security.
15) Event Technology.

Assessment & Grading:

<table>
<thead>
<tr>
<th>Date</th>
<th>ASSIGNMENTS (all assignments are due BEFORE midnight on the day listed)</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, September 1, 2015</td>
<td>5 W's of Meeting Profile</td>
<td>25</td>
</tr>
<tr>
<td>Friday, September 18, 2015</td>
<td>EXAM 1 -- CH. 1 - 4</td>
<td>100</td>
</tr>
<tr>
<td>Sunday, October 11, 2015</td>
<td>Marketing Flyer Redo</td>
<td>25</td>
</tr>
<tr>
<td>Tuesday, October 13, 2015</td>
<td>EXAM 2 -- CH. 5 - 8</td>
<td>100</td>
</tr>
<tr>
<td>Thursday, October 29, 2015</td>
<td>EXAM 3 -- CH. 9 - 11</td>
<td>100</td>
</tr>
<tr>
<td>Sunday, November 8, 2015</td>
<td>Assignment Due (Observation)</td>
<td>150</td>
</tr>
<tr>
<td>Thursday, December 3, 2015</td>
<td>Personal SWOT</td>
<td>20</td>
</tr>
<tr>
<td>Tuesday, December 8, 2015</td>
<td>EXAM 4 -- CH. 12 - 15</td>
<td>100</td>
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<tr>
<td></td>
<td>Quizzes (12 @10 pts.)</td>
<td>120</td>
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<tr>
<td></td>
<td>Total Points</td>
<td>740</td>
</tr>
</tbody>
</table>

Your final grade is based on the following scale:

A = 90% to 100%
B = 80% to 89.99%
C = 70% to 79.99%
D = 60% to 69.99%
F = 0 to 59.99%
Learning is a two-way street. You get out of it, what YOU put into it.  
Please, do the readings, study the PowerPoints, complete the learning activities, and complete the quizzes.

Examination Requirements:

Exams: There will be four exams each worth 100 points throughout the term. Examination dates are posted on the course calendar within the class syllabus. It is the responsibility of the student to note exam dates and closure times provided in the syllabus. Unless there are extenuating circumstances (that are properly documented), there are NO make-ups for exams missed.

Quizzes: There will be 15 quizzes throughout the semester. Each quiz will consist of 10 questions from materials covered from the textbook and other pertaining resources. The quizzes will be administered via Moodle. The students are responsible for having reliable Internet access to take the quizzes. Quizzes will be due throughout the term and are listed on the course calendar. Students can retake each quiz up to three times with the best score being recorded. At the end of the term, three (3) of the lowest scores will be dropped for a total of 120 quiz points. Absolutely NO exceptions will be made regarding the unlocking of closed quizzes. Please plan and complete your quizzes prior to the time they are scheduled to shut down.  
Quizzes should be printed out when completed and saved for exams.

Writing Skills:

Because effective writing skills are important to any profession attention will be paid to the actual writing components of your papers. All written work is to be professional, with attention paid to elements such as structure, clarity, grammar, and spelling. This class will follow APA writing and formatting guidelines, which are found within the course information section of Moodle. Due to its importance in all writing, you should give yourself time and opportunities to revise your work. If you know that writing is not your strongest, please see the UNO writing center http://www.uno.edu/lrc/writingcenter/index.aspx.

Writing Assignment Guidelines:

Two documents will assist students in written assignments for this class and are available in the Course Document section of the Moodle website for the class. “Constructing Outlines” is the first document and should be used to formulate a proper outline for your assignment and the second document is titled “APA mini-reference guide” and is a condensed version of the APA style requirements for citing references and sources that have been used in the written assignment.

Assignment Submission:

• All assignments will be uploaded to Moodle before midnight on the date indicated. Please plan on power and network outages during this time, so plan accordingly, and start early.
• All assignments will need to be sent as an Adobe .pdf format. If you cannot do this, just ask your professor and I will show you how to perform this computer task.
• If late assignments are accepted, they will have points deducted, no exceptions
• FOLLOW DIRECTIONS, PLEASE ask if you do not or are not sure about anything.

Late Submission Policy:

Assignments are due at the beginning of class on the dates noted in the syllabus and class schedule. Dates will be included in this document however; they are subject to change based on the pacing of the class and guest speakers. Late assignments, if accepted, will have points deducted.

No one will be excused from taking exams or handing in assignments at the times scheduled without PRIOR permission of the instructor or a doctor’s excuse. It is your responsibility to email me if you do not speak with me directly.

• Individuals who miss lectures are expected to arrange with fellow students to obtain material presented. The instructor’s lecture notes will not be duplicated for make-up purposes.
• PLEASE do not call or email and ask me what you missed or “did I miss anything that was important” it is all-important; therefore it is your choice to attend class or not.
Academic Integrity Policy:
Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at http://www.studentaffairs.uno.edu.

Statement of Accommodations for Students with Disabilities:
It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to http://www.ods.uno.edu.

Sexual Harassment Policy:
Purpose: To reaffirm the University’s policy against sexual harassment in any and all areas of the University environment. Harassment on the basis of sex is a violation of Section 703 of Title VII of the Civil Rights Act of 1964. Additionally, sexual harassment subverts the mission of the University. It is necessary, therefore, to prohibit such behavior to protect both the individuals involved and the University.

General Policy: Sexual harassment is unacceptable behavior and will not be tolerated. Sexual harassment is a violation of state and federal law. Sexual harassment has a negative impact on the functioning of the University. Consequently, all member of the University community must be sensitive to the possibility of sexual harassment whether intended or inadvertent. Individuals must recognize this potential and act to prevent it. When sexual harassment has occurred, the University shall take effective and expeditious action.

Individuals in supervisory positions must be aware of their role as agents of the University and shall make every effort to censure such behavior when it occurs. Any member of the University community who is informed of a possible incident of sexual harassment shall make the informer aware of the existence of the University’s policy and procedures.

All members of the University community must learn to recognize sexual harassment when it occurs and should be aware of the policy and procedures, which govern the handling of allegations of sexual harassment fairly and expeditiously. Since those who may be subjected to sexual harassment may experience disruption in their work or academic environment and may fear retaliation and public notoriety, investigative procedures must protect their privacy as much as possible. The University’s Sexual Harassment Policy is available online via the UNO webpage (www.uno.edu).

Harassment and Discrimination Policy:
The University of New Orleans is a multicultural community composed of diverse students, faculty, and staff. A fundamental principle of the University of New Orleans is that there be an environment of mutual tolerance and respect, which is free of hostility toward, discrimination against, or harassment of any person based on race, color, religion, sex, disability, national origin, age, sexual orientation, marital or veteran status, or any other status protected by law. Every member of the university community is held strictly accountable for his or her behavior with regard to this standard. The Policy is available online via the UNO webpage (www.uno.edu).

Communications & Expectations:
When communicating with the professor via email or voicemail, students should do the following:
• I expect you to have the chapter readings done by the date listed on the syllabus.
• I expect you to be prepared to discuss the contents of each class topic.
• I expect you to accept responsibility for your education/learning.
• When sending emails, IN THE SUBJECT LINE, please enter the course number/section and a short title (i.e. HRT 2070-001 question about Assignment #1)
• When calling, please state your FULL NAME AND YOUR TELEPHONE NUMBER CLEARLY and SLOWLY, so that I may return your call.
• Please understand that it may take me a couple of days (2) to return your email or voicemail
Tentative Class Schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Readings</th>
<th>ASSIGNMENTS (all assignments are due BEFORE midnight on the day listed)</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, August 19, 2015</td>
<td>Regular classes begin.</td>
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<tr>
<td>Thursday, August 20, 2015</td>
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<tr>
<td>Monday, August 24, 2015</td>
<td>Chapter 1. Fundamentals of Meetings, Conventions and Exhibitions</td>
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<tr>
<td>Thursday, August 27, 2015</td>
<td>Appendix 1: Major Meeting Industry Associations and Organizations</td>
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<tr>
<td>Tuesday, September 1, 2015</td>
<td>Chapter 2. Deciding Factors; also, Goals, Objectives, and Objectives</td>
<td>5 W's of Meeting Profile</td>
<td>25</td>
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<tr>
<td>Friday, September 4, 2015</td>
<td>Chapter 3. Destination Assessment.</td>
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<td>Thursday, September 10, 2015</td>
<td>Chapter 4. Organizing and Hosting International Events</td>
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<tr>
<td>Thursday, September 17, 2015</td>
<td>Exam</td>
<td>EXAM 1 -- CH. 1 - 4</td>
<td>100</td>
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<tr>
<td>Friday, September 18, 2015</td>
<td>Exam</td>
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<tr>
<td>Monday, September 21, 2015</td>
<td>Chapter 5. Managing Currency and Finances</td>
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<td>Friday, September 25, 2015</td>
<td>Chapter 6. Program Planning and Development</td>
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<td>Wednesday, September 30, 2015</td>
<td>Chapter 7. Cultural Considerations</td>
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<td>Monday, October 5, 2015</td>
<td>Chapter 8. Marketing the Event</td>
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<tr>
<td>Sunday, October 11, 2015</td>
<td>Exams</td>
<td>Marketing Flyer Redo</td>
<td>25</td>
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<td>Monday, October 12, 2015</td>
<td>Exams</td>
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<td>Exams</td>
<td>EXAM 2 -- CH. 5 - 8</td>
<td>100</td>
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<tr>
<td>Thursday, October 15, 2015</td>
<td>Mid-semester break</td>
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<tr>
<td>Monday, October 19, 2015</td>
<td>Chapter 10. Implementing the Meeting Plan</td>
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<td>Saturday, October 24, 2015</td>
<td>Chapter 11. Global Exhibitions</td>
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<td>Wednesday, October 28, 2015</td>
<td>Exam</td>
<td>EXAM 3 -- CH. 9 - 11</td>
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<td>Thursday, October 29, 2015</td>
<td>Exam</td>
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<tr>
<td>Monday, November 2, 2015</td>
<td>Chapter 12. On-Site Operations.</td>
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<td>Sunday, November 8, 2015</td>
<td>Assignment Due (Observation)</td>
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<td>150</td>
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<td>Monday, November 9, 2015</td>
<td>Chapter 13. Preparing for Travel Abroad</td>
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<td>Monday, November 16, 2015</td>
<td>Chapter 14. Safety and Security</td>
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<tr>
<td>Thursday, November 26, 2015</td>
<td>Thanksgiving Holidays</td>
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<tr>
<td>Thursday, December 3, 2015</td>
<td>Last day of classes.</td>
<td>Personal SWOT</td>
<td>20</td>
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<tr>
<td>Monday, December 7, 2015</td>
<td>Exams</td>
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<td>Tuesday, December 8, 2015</td>
<td>Exams</td>
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