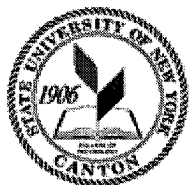


**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



MASTER SYLLABUS

COURSE NUMBER – COURSE NAME

BSAD 407 - The Meeting, Expositions, Events, and Conventions (MEEC) Industry

Created by: Charles R Fenner, Phd

Updated by:

School of Business and Liberal Arts

Department: Business

Semester/Year: Fall/2018

A. **TITLE:** The Meeting, Expositions, Events, and Conventions (MEEC) Industry

B. **COURSE NUMBER:** BSAD 407

C. **CREDIT HOURS:** 3 credit hour(s) per week for 15 weeks

D. **WRITING INTENSIVE COURSE:** Yes No

E. **GER CATEGORY:** None: Yes: GER
If course satisfies more than one: GER

F. **SEMESTER(S) OFFERED:** Fall Spring Fall & Spring

G. **COURSE DESCRIPTION:**

This course presents the scope, components, development and future of the Meetings, Expositions, Events and Conventions (MEEC) industry. Industry structure, specific areas related to food service management, exhibitions and events operations, and the techniques and procedures required for producing successful and sustainable events will be covered.

H. **PRE-REQUISITES:** None Yes If yes, list below:

BSAD 206 (Introduction to the Hospitality Management or permission of the instructor.

CO-REQUISITES: None Yes If yes, list below:

I. STUDENT LEARNING OUTCOMES: (see key below)

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome</u> <i>[SLO]</i>	<u>Program Student Learning Outcome</u> <i>[PSLO]</i>	<u>GER</u> <i>[If Applicable]</i>	<u>ISLO & SUBSETS</u>	
]Describe the characteristics of the major organizers of MEEC gatherings (e.g. corporations, associations, and the government) in terms of organization, type, decision-makers, attendees, marketing efforts, and international aspects	3. Core Business Knowledge	N/A	1-Comm Skills 2-Crit Think 3-Found Skills	O PS QTR Subsets
Differentiate destination marketing organizations and destination management companies by purpose, ownership, planner services, and organization	7. Interaction	N/A	1-Comm Skills 2-Crit Think 5-Ind, Prof, Disc, Know Skills	O PS Subsets Subsets
Compare and contrast the advantages and disadvantages of major MEEC venues (e.g. hotels, convention centers, conference centers, cruise ships, and unusual venues.	1. Critical Thinking and Analytical Competence 2. Communication Skills	N/A	2-Crit Think 5-Ind, Prof, Disc, Know Skills ISLO	PS Subsets Subsets Subsets
Create a portfolio (including Event Specification Guides) summarizing the major considerations of event planning in the areas of needs analysis, site selection, lodging, audiovisual, food and beverage, legal, technology, and green meeting/social responsibility.	3. Core Business Knowledge 5. Legal Knowledge 8. Resource Management	N/A	1-Comm Skills 2-Crit Think 5-Ind, Prof, Disc, Know Skills	W CA Subsets Subsets
		N/A	ISLO ISLO ISLO	Subsets Subsets Subsets Subsets

KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. APPLIED LEARNING COMPONENT: Yes No

If YES, select one or more of the following categories:

- | | |
|---|--|
| <input type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input checked="" type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input checked="" type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

K. TEXTS:

Fenich, G.G. (2016). Meetings, expositions, events, and conventions: An introduction to the industry (4th ed.). Boston, MA: Prentice Hall. ISBN-13: 9780133815245

L. REFERENCES:

Cerutti, S., & Piva, E. (2015). Religious tourism and event management: An opportunity for local tourism development. *Journal of Religious Tourism and Pilgrimage*, 3(1).

Genich, G., Scott, S., Ogbeide, G., & Hashimoto, K. (2015). What the millennial generation from around the world prefers in their meetings, conventions, and events. *Journal of Convention & Event Tourism*, 15(3), 236-241.

Getz, D. (2002). Why festivals fail. *Event Management*, 7, 209-219.

Getz, D. (2016). *Event studies: Theory, research and policy for planned events* (3rd ed.). New York, NY: Routledge.

Grant, S.P., Bal, A., & Parent, M. (2012). Operatic flash mob: Consumer arousal, connectedness and emotion. *Journal of Consumer Behavior*, 11(3), 244-251. doi: 10.1002/cb.384

Han, H.S., & Verma, R. (2014). Why attend tradeshow? A comparison of exhibitor and attendee's preferences. *Cornell Hospitality Quarterly*, 55(3), 239-251.

Higgins, J.W., & Lauzon, L. (2002). Finding the funds in fun runs: Exploring physical activity events as fundraising tools in the nonprofit sector. *International Journal of Nonprofit and Voluntary Sector Marketing*, 8(4), 363-373.

Jago, L., Laurence, C., Brown, G., Mules, T., & Shameem, A. (2003). Building events into destination branding: Insights from experts. *Event Management*, 8(1), 3-14.

Lau, C.K.H., Hui, S. (2010). Selection attributes of wedding banquet venues: An exploratory study of Hong Kong prospective wedding couples. *International Journal of Hospitality Management*, 29(2), 268-276.

Lee, C., Lee, Y., & Wicks, B.E. (2004). Segmentation of festival motivation by nationality and satisfaction. *Tourism Management*, 25, 61-70.

Lenskyj, H.J. (2015). Sport mega-events and leisure studies. *Leisure Studies*, 34(4), 501-507.

Lin, C., & Lin, C.W. (2013). Exhibitor perspectives of exhibition service quality. *Journal of Convention & Event Tourism*, 14(4), 293-309.

Martin, M. (2015). The mega-event syndrome: Why so much goes wrong in mega-planning and what to do about it. *Journal of the American Planning Association*, 81(1), 6-17.

Muller, M. (2015). What makes an event a mega-event? Definitions and sizes. *Leisure Studies*, 34(6), 627-642.

M. **EQUIPMENT:** None Needed: Smart classroom

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

- Exams
- Papers and/or Projects
- Participation

P. **DETAILED COURSE OUTLINE:**

I. Introduction to the MEEC Industry

- a. What is a meeting?
- b. Where MEEC fits into the organizational structure of the hospitality industry
- c. The evolution and maturation of the MEEC industry
- d. Employment in and around the MEEC industry
- e. Future trends

II. Meeting, Exposition, Event and Convention Organizers and Sponsors

- a. Who holds the gatherings?
- b. Entities that help organize gatherings
- c. The future of meetings, organizers, and sponsors

III. Destination Marketing Organizations (DMOs)

- a. The role and function of DMOs
- b. DMO services for meeting professionals
- c. Future trends

IV. Meeting and Convention Venues

- a. Hotels
- b. Convention centers
- c. Conference centers

- d. Retreat facilities**
- e. Cruise ships**
- f. Specific use facilities**
- g. Universities and colleges**
- h. Unusual venues**
- i. Common Issues**
- j. Function rooms and set-ups**
- k. Future trends**

V. Expositions and Exhibitions

- a. History**
- b. Types of expositions and exhibitions**
- c. Key players**
- d. Planning considerations**
- e. Exhibitor perspectives**
- f. Future trends**

VI. Service contractors

- a. Definition of the service contractor**
- b. Responsibilities of the service contractor**
- c. Evolution of service contractors**
- d. Organization of a services contracting company**
- e. Specialty service contractors**
- f. Exhibitor-appointed service contractors**
- g. Relationship between service contractors and event organizers**

VII. Destination Management Companies

- a. Definition of Destination Management Company**
- b. Destination Management Company services**
- c. Destination Management Company vs. Destination Marketing Organization**
- d. Business model of destination management companies**
- e. Destination Management Company process**
- f. Finding and selecting a Destination Management Company**
- g. Future trends**

VIII. Special Events Management

- a. Definition of a Special Event**
- b. History**
- c. Planning tools**
- d. Understanding the target market**
- e. Preparing for the Special Event**
- f. Special Event budgeting**
- g. Special Event breakdown**
- h. Future trends**

IX. Planning and Producing MEEC Gatherings

- a. Setting objectives**
- b. Importance of education**

- c. Needs analysis
- d. SMART objectives
- e. Site selection
- f. Request for proposal
- g. Budget issues
- h. Cost control
- i. Program implementation
- j. Session scheduling
- k. Refreshment breaks and meal functions
- l. Speaker arrangements
- m. Audiovisual concerns
- n. Registration
- o. Lodging
- p. Event Specification Guides
- q. Pre-and Post-Con meetings
- r. Future trends

X. Food and Beverage

- a. Catered events
- b. Style of service
- c. Menus
- d. Food consumption patterns
- e. Menu restrictions, including allergens
- f. Food and beverage attrition
- g. Beverage events
- h. Food and beverage venues
- i. Hospitality suites
- j. Future trends

XI. Legal Issues

- a. Negotiation
- b. Contracts
- c. Risk management
- d. Americans with Disabilities Act
- e. Intellectual property
- f. Labor issues
- g. Ethics
- h. Supplier relations
- i. Future trends

XII. Technology for the Meeting Professional

- a. Before the event, including registrations, payments, and social media marketing
- b. Management and communications
- c. During the event, including e-programs and real-time program evaluations
- d. Post-conference technology applications, including event evaluations and attendee follow-up
- e. Virtual gatherings

f. **Future trends**

XIII. Green Meetings and Social Responsibility

- a. **How green meetings affect the bottom line**
- b. **Opportunities to go green**
- c. **Green meeting standards**
- d. **Greenwashing**
- e. **Evaluating green efforts**
- f. **Going green vs. sustainability**
- g. **Future trends**

XIV. International Aspects of the MEEC Industry

- a. **How MEEC varies around the world**
- b. **International MEEC considerations**
- c. **Ownership, sponsorship and management models**
- d. **International meeting and trade fair associations**
- e. **Trade fair certification**
- f. **Future trends**

XV. Putting It All Together

- a. **The Association**
- b. **Request for Proposal (RFP)**
- c. **Site inspections**
- d. **Marketing committee**
- e. **Program creation**
- f. **Partnerships**
- g. **One-year to Six-Month countdown**
- h. **Six months to day of the meeting**
- i. **After the meeting**

Q. **LABORATORY OUTLINE:** None Yes