

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Travel and Tourism</u>
COURSE RUBRIC AND NUMBER	<u>TRVM 2331</u>
COURSE TITLE	<u>Convention and Exposition Law and Ethics</u>
COURSE CREDIT HOURS	<u>3 3 :</u> <u>0</u> Credits Lec Lab

I. Catalog Description

Provides an overview of the meeting and convention industry and the various aspects and skills involved in planning and managing meetings, conventions, and expositions. Applies general legal principles and statutory requirements to meetings, conventions, and trade shows. Emphasizes ethical considerations to problems faced by meeting planners, hotels, and convention centers in the negotiations and implementation of agreements for meetings and similar events. **(3:0)**.

II. Course Objectives

- A. Unit I. Introduction to Meeting Planning Concepts and Objectives
1. Describe the scope of the convention and meetings industry in terms of types of meetings, who holds meetings, and emerging types of meeting facilities.
 2. Explain the steps in developing a marketing plan.
 3. Summarize the process of planning an advertising strategy.
 4. Describe how public relations and publicity can help a venue.
 5. Distinguish between the various types of meetings and conferences.
 6. Explain the importance of setting objectives.
 7. Investigate the roles and responsibilities of the meeting planner.
- B. Unit II. Budgets, Meeting Plan, and Agenda Development and Control
1. Research basic meeting function setups and requirements.
 2. Develop a conference budget.
 3. Create a time frame for the length of the meeting.
 4. Maintain accurate historical data for all activities and clients.
 5. Present internal and external staffing requirements.
 6. Explain the basis for scheduling of staff for planning and operating the meeting.
 7. Note the forms of transportation that may be utilized for any meeting.
 8. Review meeting/planning checklist.
 9. Demonstrate problem-solving skills.
 10. Demonstrate conflict resolution skills.
- C. Unit III. Destination and Site Selection, Food and Beverage Planning, and Meeting Plan Development
1. Identify different types of food functions and types of food service and describe beverage service issues.
 2. Negotiate the site inspection and selection.
 3. Describe the format and uses of the specification sheet prepared by the convention service manager.
 4. Set up a trade show.
 5. Work a trade booth.
 6. Detail the requirements for planning breaks and receptions.
 7. Present possible room arrangements.

8. Summarize factors in the decision about which audiovisual requirements to service in-house and which to outsource.
9. Describe types of audiovisual equipment and their uses.
10. Describe the functions of key trade show personnel and the elements of exhibit planning.
11. Describe typical procedures for billing groups and for conducting a post-convention review.
12. Attend required meetings.
13. Inspect premises for safety hazards.

D. Unit IV. Ethics

1. Describe the language of ethics.
2. Define the term ethics.
3. Discuss moral responsibility.
4. Explain how ethical decisions are made.
5. Describe how ethics are used in the marketing function.
6. Describe how ethics are applied to the purchasing function.
7. Describe how ethics are applied to event and meeting management.
8. Review and discuss case studies.

E. Unit V. Law

1. Describe the development of rules regarding the rights and liabilities in the hospitality and tourism industries.
2. Describe privacy, antitrust, copyright, and employee use issues as they relate to the Internet.
3. State the purpose of the Americans with Disabilities Act (ADA).
4. Identify the general state restrictions typically placed on food and beverage operations.
5. List OSHA's major functions.
6. State the purpose of the federal antitrust laws.
7. Complete safety training.
8. Recognize and report suspicious people/activities.
9. Maintain confidentiality of private records.
10. Follow emergency protocol.
11. Implement safety measures regarding sensitive materials and information.
12. Wear personal protective equipment.

F. Unit VI. Career and Resource Information

1. List the various career opportunities for hospitality students in the area of meetings, conventions, and expositions.
2. Analyze the actions necessary for an entry-level employee to develop a network within the hospitality industry.
3. Discuss the importance of becoming familiar with the associations involved with meetings, conventions, and expositions.
4. Present the primary criteria applicable to operating conference centers.

III. THECB Learning Outcomes (WECM)

1. Analyze and discuss the common law of contracts and torts as they relates to the meetings industry.
2. Identify areas of risk inherent to the meetings industry and provide ways to minimize that risk.
3. Provide guidance on negotiating techniques.
4. Summarize legal requirements applicable to hotels, restaurants, and other meeting facilities.
5. Evaluate the ethical standards applicable to the meetings and hospitality industries.

IV. Evaluation

A. Unit Assignments

1. Unit assignments are designed to give the student the practice needed to become competent in researching and coping with the legal factors involved in meeting management, tradeshow, and expositions.
2. Activities will be graded on the basis of being correct and complete.
3. Assignments are due at the beginning of class unless otherwise instructed.
4. It is the responsibility of the students to complete assignments as outlined in the syllabus.
5. Web activities will be completed in the classroom, when time permits, or during open lab.

- B. Unit Written Exams, Major Project, and Attendance
1. There will be written exams.
 2. A major project will be assigned.
 3. Satisfactory attendance will be part of the evaluation of the competence of a student.
- C. Final Evaluation
1. The course grade will be based on a point scale for each item used in the evaluation.
 2. The final grade will be determined by the percent of the total points accumulated during the course.
- D. Grading Scale:
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|-----------------------------|---|---|------------|---|---|
| 900-1000 points (90 – 100%) | = | A | Incomplete | = | I |
| 800-899 points (80 – 89%) | = | B | Withdrawal | = | W |
| 700-799 points (70 – 79%) | = | C | | | |
| 600-699 points (60 – 69%) | = | D | | | |
| 000-599 points (0 – 59%) | = | F | | | |
- E. Remediation
- Students seeking additional help may obtain tutoring assistance from the instructor as time permits.

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.