

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

## American Public University System

*The Ultimate Advantage is an Educated Mind*

**School of Business**  
**HOSP309**  
**Convention Sales and Services**  
**3 Credit Hours**  
**8 weeks**  
**Prerequisite(s): HOSP100**

Please see the **Lessons** area in the classroom for additional course specific information

**Table of Contents**

<a href="#">Course Description</a>	<a href="#">Course Scope</a>	<a href="#">Course Materials</a>
<a href="#">Course Objectives</a>	<a href="#">Course Outline &amp; Evaluation Procedures</a>	<a href="#">Course Delivery Method</a>
<a href="#">Academic Services</a>	<a href="#">Policies &amp; Guidelines</a>	<a href="#">Turnitin.com</a>

**Course Description (Catalog)**

This course offers a practical insight into different kinds of meetings and conventions, the types of organizations that stage such events, and the people who hold the key to site selection, and implementation. This course will present convention management in a way that prepares the student for real-world experiences in planning, selling and servicing meetings and conventions.

**Course Scope**

HOSP309 is designed for students who desire to improve their understanding of convention management. It will identify leadership skills in meeting planning, sales and marketing, and demonstrate the how and why of negotiating contracts. This course will also provide students with the basics of exhibits and trade show management and how to put these learning objectives to work. Students will receive a comprehensive look at conventions and meetings.

**Course Materials**

HOSP309	Astroff, Milton and James Abbey	Convention Management and Service (8 <sup>th</sup> ed.)	American Hotel & Lodging Educational	9780133086140
---------	---------------------------------	---	--------------------------------------	---------------

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

The VitalSource e-book is provided via the APUS Bookstore.

Please visit <http://apus.libguides.com/bookstore> for more information.

**Required Readings** – As assigned, see Weekly Lessons and Forum Postings

**Additional Resources and Websites** – See Weekly Lessons

**Course Objectives**

After successfully completing this course, you will be able to:

1. Demonstrate the role of convention services personnel in hospitality organizations and determine how to organize a staff to pursue desired business for the organization.
2. Appraise why location of a convention is so important and the importance of market research prior to booking a convention or meeting into a city and evaluate the importance of an RFP and the process.
3. Know how to identify different target markets and types of nonprofit organizations and other potential convention customers
4. Evaluate the importance of contracts and identify convention vendors.
5. Construct a summary on the importance of attendees staying at the conference host hotel
6. Formulate reasoning as to the importance of food and beverage functions.
7. Evaluate the importance of audio-visual and how the needs of clients have changed over the last fifteen years.

**8 – Week Course Outline**

Week	Topic(s)	Learning Objective(s)	Reading(s)	Assignment(s)
1	Introduction to the Convention, Meetings & Trade Show Industry	LO 1, 2	Chapter 1, and 17	FORUM 1: Assignment Week 1 Quiz 1 – Week 1

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

2	<b>Develop a Marketing Plan to attract business and Convention Sales</b>	LO 1, 2	Chapters 2 and 3	FORUM 2: Assignment Week 2 Quiz 2 – Week 2
3	<b>Selling to the different Market Segments</b>	LO 3	Chapter 4, 5, 6, and 7	FORUM 3: Assignment Week 3
4	<b>Advertising and Negotiations</b>	LO 3, 4	Chapter 8 and 9	FORUM 4:
5	<b>The Service Function and Guest Rooms</b>	LO 4, 5	Chapter 10 and 11	FORUM 5: Case Study Week 5
6	<b>Event Set up and Food and Beverage</b>	LO 6	Chapter 12, 13, and 14	FORUM 6: Assignment Week 6
7	<b>A/V and other services</b>	LO 7	Chapter 15 and 16	FORUM 7: Begin working on your Final Project, due Week 8
8	<b>Post – Convention Review</b>	LO 1, 2, 3	Chapter 18	FORUM 8: Quiz 3 – Week 8 Final Project Due

### Evaluation Procedures

**Reading Assignments:** The textbook and additional journals as assigned in the lessons

**Forum Assignments:** Detailed forum expectations and grading rubrics are posted in the forums and in the classroom lessons.

**Homework Assignments and Final Project:** There are assignments due throughout the course, and a final project due at the end of the course. Specific details for each assignment can be found in the Assignments section of your online classroom.

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

**Quizzes:** Online quizzes may be comprised of multiple choice, short answer and true/false questions.

Core Components	% Grade
Forum Post #1-8	40
Assignments and Case Study (5)	25
Quizzes (3)	20
Final Project	15
<b>Total</b>	<b>100 %</b>

### Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

### Policies & Guidelines

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

### Grading Scale

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

### Citation and Reference Style

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

### **Netiquette**

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), : ), ☺

### **Disclaimer Statement**

Course content may vary from the outline to meet the needs of this particular group.

### **Academic Services**

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to [librarian@apus.edu](mailto:librarian@apus.edu).

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email [dsa@apus.edu](mailto:dsa@apus.edu) to discuss potential academic accommodations and begin the review process.

**Request a Library Guide for your course (<http://apus.libguides.com/index.php>)**

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: [librarian@apus.edu](mailto:librarian@apus.edu).

### Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.