



Name: Hilda A Pettit

Submission Date: 11/10/2014



Organization: Vacca Office of Student Services

Course Catalog Update

[<< Go back to Course Catalog Update form](#)

[Print](#)

Course Catalog Update Information:

STU0004

Reference Number: CCU007620

Date: 12-SEP-14

Level: 2.00 of 2.00

Currently On The Worklist Of: Joanne Arhar, jarhar

Owner: Office of Curriculum Services, 330-672-8558 or 330-672-8559, curriculum@kent.edu

Basic Course Data		
Change type: Revise		
Faculty member submitting this proposal:		
Requested Effective Term: 201580		
Campus: Kent		
College: EH-Education, Health and Human Services		
Department: FLA-Foundations, Leadership and Administration		
Course Subject: HM-Hospitality Management		
New Course Subject:		
Course Number: 33040		
New Course Number:		
Course Title: CONVENTION SALES AND MANAGEMENT		
Title Abbreviation: CONV SALES AND MGMT		
Slash Course and Cross-list Information:		
Credit Hours		
Minimum Credit/Maximum Credit: 3 to 3		
Contact Hours: Lecture - Minimum Hours/Maximum Hours: 3 to 3		
Contact Hours: Lab - Minimum Hours/Maximum Hours:		
Contact Hours: Other - Minimum Hours/Maximum Hours:		
Attributes		
Is this course part of the LER, WIC or Diversity requirements: No		
If yes, course attributes: 1. 2. 3.		
Can this course be repeated for credit: No Repeat	Course Limit:	OR Maximum Hours:
Course Level: Undergraduate	Grade Rule: B-Standard letter	
Rationale for an IP grade request for this course (if applicable):		
Schedule Type(s): 1. LEC-Lecture 2. 3.		
Credit by Exam: N-Credit by exam-not approved		
Prerequisites & Descriptions		
Current Prerequisite/Corequisite/Catalog Description: From a hotel sales and convention services perspective, the convention and meetings industry is examined. Students are introduced to all facets of the conventions and meetings industry. Prerequisite: HM 23030 and junior standing.		
Catalog Description (edited): From a sales and convention management perspective, the convention and meetings industry is examined. Students are introduced to all facets of the conventions and meetings industry.		
Prerequisites (edited): HM 23030 and junior standing		
Corequisites (edited):		
Registration is by special approval only: No		
Content Information		
Content Outline:		
Content Hours per Course Topic	Topic Description	
21	Hotel and Convention Sales: Developing Marketing Plans; Organizing Sales and Qualifying Accounts; Selling to Corporate, Associate, and other Meetings Markets; Advertising to Meeting Planners; and	

	Contract and Negotiating for Sales
12	Hotel and Convention service management: Guestrooms, Function Rooms and Meeting Setups, Food and Beverage Services, Safety and Security, and Audiovisual and Admissions.
12	Introduction to Additional Convention Services and Concerns: Exhibits and Trade Shows, Events Marketing and Services, and Event Financial Management.

[Display/Hide Delimited Course Outline](#)

Total Contact Hours: 45

Textbook(s) used in this course: Textbook(s) used in this course: Convention Management and Service, Astroff, M.T. & Abbey, J.R.

Writing Expectations: Sales Event and Portfolio Convention Newsletter

Instructor(s) expected to teach: Ning-Kuang Chuang, PhD

Instructor(s) contributing to content: Ning-Kuang Chuang, PhD

Proposal Summary

Explain the purpose for this proposal:
The purpose of this proposal is to revise the title of the course to Convention Sales and Management to more accurately reflect the content. The course description and content have also been revised.

Explain how this proposal affects program requirements and students in your unit:
None

Explain how this proposal affects courses, program requirements and student in other units:
This course is offered as an option to students pursuing the Event Planning minor. SPAD and RPTM have been notified of this change.

Explain how this proposal affects enrollment and staffing:
None

Units consulted (other departments, programs or campuses affected by the proposal):
SPAD and RPTM

Revisions made to form (if applicable):

<input checked="" type="checkbox"/> Course Content	<input type="checkbox"/> Number
<input type="checkbox"/> Credit by Exam	<input type="checkbox"/> Prerequisites
<input type="checkbox"/> Credit Hours	<input type="checkbox"/> Schedule Type
<input type="checkbox"/> Cross-Listed / Slash	<input type="checkbox"/> Subject
<input checked="" type="checkbox"/> Description	<input checked="" type="checkbox"/> Title
<input type="checkbox"/> Diversity	<input checked="" type="checkbox"/> Title Abbreviation
<input type="checkbox"/> Grade Rule	<input type="checkbox"/> Writing-Intensive (WIC)
<input type="checkbox"/> Liberal Education Requirement (LER)	<input checked="" type="checkbox"/> Other

Comments (500 Character Maximum):

NOTE: Please do not use the following restricted characters: (~ * / \ --)

Comments:

Date	User	Comment
10/29/2014	Swathi Ravichandran	Writing expectations have been updated.

History:

Date	User	Status
------	------	--------

10/29/2014	Mark A Kretovics	Approved
10/29/2014	Swathi Ravichandran	Submitted