

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: Turizm İşletmeciliği			
Course Title: MEETING INDUSTRY AND CONGRESS ORGANIZATION		Course Org. Title: MEETING INDUSTRY AND CONGRESS ORGANIZATION	
Course Level: Lisans		Course Code: TMT 4021	
Language of Instruction: İngilizce		Form Submitting/Renewal Date 22/09/2020	
Weekly Course Hours: 3		Course Coordinator: PROF.DR. EBRU GÜNLÜ KÜÇÜKALTAN	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 4



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
Tourism Management	Elective Course



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

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Instructor/s:

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Course Objective:

The aim of the course is to introduce the students a general understanding of the meeting & convention industry and to provide a theoretical background in order to be able to organize an event in the light of this basic knowledge.

Learning Outcomes:

- 1 Define basic types of meetings and list the differences between each of them (seminar, workshop conference exhibit, symposium etc.) with the purpose of selecting the appropriate meeting type for an upcoming planned event
- 2 Label success factors, the important issues to consider and the trends in meeting and convention industry to be able to predict the success of any event in a dynamic environment
- 3 Recognise the phases of professional meeting development and list the checklist of each phase for the effective accomplishment of any event
- 4 Be aware of available careers in convention & group management fields to compare the other career patterns in other sub sectors of tourism industry and to decide the appropriate career in relation with the competencies possessed
- 5 Apply the knowledge of meeting development in the conduct of any type of meeting to be familiar with each detail of a successful event

Learning and Teaching Strategies:

1. Lectures
2. Reading & Discussions
3. Project: Organization

Assessment Methods:

Name	Code	Calculation formula
Midterm	MT	
TermProject	TP	
Assignment	ASS	
CaseAnalysis	CSA	
BNS	BNS	MT * 030 + TP * 025 + ASS * 025 + CSA * 020



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Further Notes about Assessment Methods:

1. Mid-Term Exam

Students will be assessed on their knowledge of concepts and theories through multiple choice and problem based written exam.

2. Reading and Class Discussions

Each course member is expected to read articles provided by the instructor and discuss the content of the article with the other students

3. Project: Organization

Students are expected to organise any type of meeting as a team

Assessment Criteria:

1. The organization will be the result of an effective team work and collaboration of the whole class.

2. The organization will be accomplished by a careful pursuit of each phase of a professional meeting development. The students will be able to plan, organize, finance the organization and be able to evaluate the strengths and weakness of the process, the overall success and the responds of the team to any crisis.

Textbook(s)/References/Materials:

1. Milton T. Astroff, and James R. Abbey (1998). Convention Management and Service. Educational Inst of the Amer Hotel, US.

2. Fenich, G. G. (2008). Meetings, Expositions, Events, and Conventions: An Introduction to the Industry.: Pearson/Prentice Hall, Upper Saddle River, NJ.

3. Judy Allen (2000). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. John Wiley & Sons, Canada.

Course Policies and Rules:

1. Attending at least 70 percent of lectures is mandatory.

2. Plagiarism of any type will result in disciplinary action.

3. Participation of the students in class and group work is required



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Contact Details for the Instructor:

ebru.gunlu@deu.edu.tr

Office Hours:

Course Outline:

Week	Topics:	Notes:
1	Introduction to the Convention, Meetings, and Trade Show Industry	
2	Developing Marketing Plan	
3	Organizing for Convention Sales: Selling the Association Market & Selling the Corporate Meetings Market	
4	Advertising to the Meeting Planner & Negotiations and Contracts	
5	The Service Function: Guestrooms & Function Rooms and Meeting Setups & Audiovisual Requirements Preparing for the Event & Food and Beverage Service	
6	Convention Billing and Post-Convention Review	
7	Cases	
8	Cases	
9	Cases	
10	Cases	
11	Project Presentation	
12	Project Presentation	

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ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	6	3	18
Tutorials	0	0	0

Exams

Participating Lectures and Field Studies□	4	4	16
Midterm	1	1	1
Project Assignment	1	10	10
Project Final Presentation	1	1	1

Out Class activities

Preparations before/after weekly lectures	6	2	12
Preparation for midterm exam	1	10	10
Preparation for final exam	0	0	0
Preparation for quiz etc.	0	0	0
Preparing assignments (Individual)	4	4	16
Preparing assignments (Group)	0	0	0
Preparing presentations	1	10	10
Preparation for the Organisation	1	10	10
Other : Organisation	0	0	0
Total Work Load (hour)			104
ECTS Credits of the Course= Total Work Load (hour) / 25			4