



Name: Hilda A Pettit

Submission Date: 11/14/2011



Organization: Vacca Office of Student Services

Course Catalog Update[<< Go back to Course Catalog Update form](#)[Print](#)**Course Catalog Update Information:****STU0004****Reference Number:** CCU002695**Date:** 19-SEP-11**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: Ning-Kuang Chuang		
Requested Effective Term: 201280		
Campus: Kent		
College: EH-Education, Health and Human Services		
Department: FLA-Foundations, Leadership and Administration		
Course Subject: HM-Hospitality Management		
New Course Subject: HM-Hospitality Management		
Course Number: 33040		
New Course Number:		
Course Title: HOTEL CONVENTION SALES AND SERVICES		
Title Abbreviation: HOTEL CONV SALES AND SERV		
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 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.		
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 Description	

Topic	
21	Hotel 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 Convention Services: 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: Convention Management and Service, Astroff, M.T. & Abbey, J.R.

Writing Expectations: Some writing assignments (e.g., reflection log, case study, final project) are expected.

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

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

Proposal Summary

Explain the purpose for this proposal:

I made the following changes: 1. Revised course description to correct typo. 2. Changed the course title from Hotel Convention Group Sales and Services to Hotel Convention Sales and Services. 3. Changed the Title Abbreviation from Conv Grp Sales and Serv to Hotel Conv Sales and Serv 4. Changed wording of the content outline but not the content itself. 5. Revised textbook to bring current.

Explain how this proposal affects program requirements and students in your unit:

The changes will not affect courses, program requirements, and students in hospitality management program.

Explain how this proposal affects courses, program requirements and student in other units:

The changes will not affect courses, program requirements, and students in other units.

Explain how this proposal affects enrollment and staffing:

The changes will not affect enrollment and staffing.

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

The changes were approved by hospitality management program.

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: (~ * / \ --)

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Comments:

Date	User	Comment
11/9/2011	Ning Kuang Chuang	No comments available.

History:

Date	User	Status
11/10/2011	Shawn M Fitzgerald	Approved
11/9/2011	Ning Kuang Chuang	Submitted