

Course Outline for: BUSN 1158 Convention and Meeting Planning Management

A. Course Description:

1. Number of credits: 4
2. Lecture hours per week: 4
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: None

Meetings, Expositions, Events, and Conventions (MEEC) provide opportunities for groups of people with similar interests to come together for business and social events. Through assigned readings, research, and discussion, students investigate the planning, execution, and evaluation of successful MEEC events.

B. Date last reviewed: March 2024

C. Outline of Major Content Areas:

1. Types of meetings
2. Association groups
3. Corporate groups
4. Tradeshows and Expositions
5. Meeting Planning Process

D. Course Learning Outcomes:

Upon successful completion of the course, the student will be able to:

1. Discuss different groups that hold gatherings and differentiate the types of meetings held.
2. Defend the importance of a Destination Management Organization (DMO) in the success in Meetings, Expositions, Events, and Conventions (MEEC).
3. Discuss items to consider when choosing, planning, and arranging a space for an event.
4. Discuss important ethical concerns to consider in Meetings, Expositions, Events, and Conventions (MEEC).
5. Discuss the important role technology plays in the success of Meetings, Expositions, Events, and Conventions (MEEC).
6. Articulate current trends and best practices in creating sustainable meetings and events.
7. Discuss the importance of setting goals and objectives when planning Meetings, Expositions, Events, and Conventions (MEEC) gatherings.
8. Articulate how Meetings, Expositions, Events, and Conventions (MEEC) vary worldwide.

E. Methods for Assessing Student Learning:

Methods for assessment may include, but are not limited to, the following:

1. Discussions
2. Assignments
3. Quizzes
4. Examinations
5. Project-based learning

F. Special Information:

None