



Figure 1: Owens Logo.

Course Syllabus
SEMESTER
School of Business Hospitality Management and Public Safety

Course Name:	Hospitality Sales and Marketing
Course & Section Number:	FNH 210 – XXX
Meeting Day(s) & Time(s):	
Credits:	3
Contact Hours:	3
Location:	
Instructor's Name:	
Office Hours & Location:	
OCC Phone:	
OCC Email: *	
Additional Contact Information:	

Catalog description:

The Convention, Meeting and Event Management course provides the learner with the foundational knowledge for planning and producing major events. Essential elements of the 7 steps for successful events are discussed including client relations, legalities, venue, food and drink, entertainment and safety protocols. Students plan and produce a community event to gain industry experience.

Prerequisite/Corequisites:

Corequisite FNH 101

Course Materials:

Fenich, George, Beck, Jeffrey, *Professional Sales and Selling*, 2020.

What You Will Learn in the Course

Course Objectives:

Outcome	Where
Explain the role of the event organizer	Test 1 (200 pts)
Explain the differences between business to business and business to consumer events	Test 3 (280 pts)
Teach the seven steps to success	Test 2 (280 pts)
Explain the differences in safety and security training	Event project (240 pts)

Student Learning Outcomes:

Outcome	Where Assessed (
Define the major responsibilities of the professional event organizer	Test 1 (200 pts)
Delineate between types of conventions, meetings and events.	Test 2 (280 pts)
Plan and produce an event following the seven step method	Test 3 (280 pts)
Write a safety and security policy to include safe alcohol service	Event Production (240 pts)

Program Outcomes:

The following program outcomes are assessed in this course

Outcome	Where Assessed
Demonstrate communication and supervision skills	Test 3 (280 pts)
Describe the role of business ethics within the hospitality	Test 2 (280 pts)
Describe leadership techniques necessary to manage a diverse workforce	Test 1 (240 pts)
Utilize critical thinking skills during job performance	Event Production (240 pts)

Institutional General Education Competencies:

As a student at Owens Community College, you will take General Education courses as part of your degree program. While specific to the General Education courses, will be reinforced in many of your degree program major courses and may be measured in your capstone course(s) and others as identified.

Competency	Where Assessed
Communicate effectively.	Event Project (240 pts)
Act with professional responsibility.	Test 1 (200 pts)
Demonstrate sensitivity to others' beliefs and values.	Test 3 (280 pts)
Think analytically, critically, and creatively.	Test 2 (280 pts)

Academic Support

Disability Services Resource Center: If you have a disability or acquire one, you may be entitled to receive reasonable accommodations intended to assure you an equal opportunity to participate in and benefit from the program. To receive more information or to register for accommodations, please contact the Disability Resource Center at 567-661-7007, email disability@owens.edu, visit <https://www.owens.edu/disability/>, or stop by College Hall 124.

Tutoring Services: Owens Community College offers academic tutoring and assistance in a variety of subjects including: accounting, computing, economics, mathematics, science, and writing. For more information go to: <https://www.owens.edu/successcenters/>.

Counseling Services: Counseling Services provides assistance to students experiencing personal, educational, interpersonal/relationship, family, social, or psychological difficulties. If you feel you may benefit from this service, please contact them at counselingservices@owens.edu. More information is at <https://www.owens.edu/counseling/>.

Campus and Community Connections: The Center for Campus and Community Connections (College Hall 123) is a walk-in office created to provide retention support through resource stability initiatives and community connections. Go here for more information: <https://www.owens.edu/connection/> or contact connections@owens.edu

Owens Library: The Owens Library offers two locations (Toledo and Findlay) as well as online resources. For more information visit <https://www.owens.edu/library/>.

****Students can find more information on campus resources and student support at this [link](#).*****

General Information

Student Code of Conduct: All students are expected to follow Owens Community College's [Student Code of Conduct](#), which includes academic honesty, encompassing plagiarism. See the [Board Policy](#) for more information.

Anti-Discrimination and Harassment & Title IX/Sexual Misconduct: All students, faculty, and staff are expected to follow Owens Community College's [Anti-Discrimination and Harassment Policy](#) and the College's [Title IX Policy](#)/Sexual Misconduct Procedures and Guidelines. The College strictly prohibits and will not tolerate harassment, discrimination, intimidation, or hostile/offensive working or learning environments.

Religious Accommodations: A student seeking an accommodation for an absence permitted under Ohio's Testing Your Faith Act must provide the instructor with a written email notice with the specific dates for an absence, and must do so not later than fourteen (14) days after the first day of instruction. Alternative accommodations are not retroactive, and no academic penalty will be imposed for an absence under the policy*. The request for an alternative accommodation will be kept confidential. Students with questions about a religious accommodation under Ohio's Testing your Faith Act may contact the College's Office of Academic Affairs: provost@owens.edu. The policy may be found on the Owens website: [3358:11-2-63 Accommodation](#) for a Student Absence for the Observance of Religious Beliefs and Practices Policy

Document Collection: Throughout the semester, your instructors may ask for a variety of assignments including tests and/or quizzes for student learning of institutional general education competencies or program assessment. Please save all your class materials until the end of the

semester.

Classroom Admittance: OCC classes shall only be attended by the officially registered OCC students or perspective students, instructor of record, guest lecturer, or substitute. Visitors are not permitted to be in the classroom and should not be invited to attend or participate in the class. See [FERPA](#) regulations for more information.

Use of AI Tools: This course permits you to use artificial intelligence (AI) tools, such as chatbots, text generators, paraphrasers, summarizers, or solvers, to get guidance on assignments, as long as you do so in an ethical and responsible manner. Essentially, you can think of these tools as ways to help you learn but not to entirely create work for assignments like discussion board posts, essays, presentation slides, and so on. AI is more like your tutor or TA, not a replacement for your independent thinking.

This means that you must:

- Not use AI tools to replace your own thinking or analysis or to avoid engaging with the course content.
- Cite or explain any AI tools you use. Provide the name of the AI tool, the date of access, the URL of the interface, and the specific prompt or query you used to generate the output.

APA Example:

OpenAI. (2024). *ChatGPT* (Mar 14 version) [Large language model]. <https://chat.openai.com/chat>

- Be transparent and honest about how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your own work, and how you acknowledged its limitations and biases.

You are accountable for any mistakes or errors made by the AI tool. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible.

Using AI tools in an unethical or irresponsible manner, such as copying or paraphrasing the output without citation or transparency, using the output as your own work without verification or integration, or using the output to misrepresent your knowledge or skills, is considered a form of academic dishonesty and will result in a zero grade for the assignment and possible disciplinary action. If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor **before** submitting your work.

NOTE: Some instructors will also list specific acceptable and unacceptable uses or include a statement like “All written assignments, projects, and exams must be completed independently.”

Student Responsibilities & Instructor Expectations

Student Assignments are due by the date posted elsewhere in this syllabus. Instructors will use their discretion about accepting or not accepting late work based on the student’s circumstances.

- You may email me a rough draft of any written assignment for this class for my feedback up to one week before the due date listed in the Course Calendar.
- All course assignments must be submitted through Blackboard. Do not submit assignments by e-mail.

- All assignments must be completed in Microsoft Word document file types (.rtf, .doc, or .docx) or as a PDF. Submitted assignments completed in any other formats (e.g. pages, gdoc, etc.) will receive a grade of “F/0” for that assignment.
 - Microsoft Word is available in all Owens Community College computer labs and as a download for your computer. To access your downloadable copy of Microsoft Office, or use the online Office suite, [visit the Office 365 homepage](#) and sign in with your Owens email and Ozone password.
- Visit the [Office of e-Learning's webpage for Blackboard Information and Tutorials](#) to view hardware/software requirements or view tutorials for assignment submissions.

Instructor Expectations:

Attendance and timeliness are expected for each class.

- Students are to communicate anticipated absences in advance in keeping with professional behavior by calling or emailing the lecture and/or lab instructor(s).
- Absence is defined as not attending any of the scheduled class time for the day or leaving early from lecture. Tardiness is defined as arriving more than 10 minutes late for scheduled time. Arriving late or leaving early from lecture will be considered an absence per incident.
- Students are responsible for missed course content. Please refer to the assignment policy within the syllabus.

For inclement weather, refer to the Owens Community College catalog.

Evaluation Measure	Student Learning Outcomes Assessed	Value
Test (1)	1-4	250 points
Test (2)	1-2; 4	250 points
Final Projects	1-4	500 points
Total		1000 points

Grade	Percentage	Points
A	90 – 100 %	900-1000
B	80 – 89 %	800-899
C	70 – 79%	700-799
D	60 – 69%	600-699
F	0 – 59 %	0-599

All students enrolled in the Culinary Arts Program or Hospitality Management Program and certificates must earn a “C” grade or better in each Food, Nutrition and Hospitality (FNH) course and maintain a 2.0 grade point average (GPA). Students that earn a grade of “D or F” must repeat the course and meet with their Academic Advisor for academic remediation. Students with a GPA below 2.0 will be placed on Academic Probation (<https://www.owens.edu/trustees/wp-content/uploads/sites/45/2022/02/2-42-academic-recovery-procedures.pdf>).

Tentative Class Assignment Calendar:

Week	SLO	Topic
1	1	Readings: Chapter 14, Management of the Sales Force
2	2	Readings: Chapter 2, The Road Map to Sales
3	1 & 2	Readings: Chapter 3, The Road Map to Sales
4	1 & 2	Readings: Chapter 4, Professional Development
5	1 & 2	Readings: Chapter 5, Communication skills
6	3	Readings: Chapter 6, Market Segment Test 1, Chapters 14, 2, 3, 4, 5, 6 Closes DATE at TIME
7	2 & 3	Readings: Chapter 7, Selling the Product
8	3	Readings: Chapter 8. Gaining Access to the Prospect
9	2 & 3	No Assignments Happy Spring Break
10	3	Readings: Chapter 9 Sales Dialogue Readings: Chapter 10, The Hospitality Product
11	4	Readings: Chapter 11, Getting the Customer to say Yes Hospitality Venue Study Submit by DATE at TIME
12	4	Readings: Chapter 12 Asking for the Sale
13	4	Readings: Chapter 13 Service After the Sale
14	4	Test 2, Chapters, 7, 8, 9, 10, 11, 12, 13 Closes DATE at TIME
15	4	Sales Presentation (written) Submit by DATE at TIME
16	4	Hospitality Venue Study Submit by DATE at TIME
17	4	Final Exam DATE at TIME

Disclaimer: The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course. Please note that while unlikely, there is a possibility courses might need to change the delivery method due to external issues like public health concerns, weather issues, etc. If this happens, the college will communicate any changes via email and/or other communication methods.