SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 05-24-21

Syllabus Statements

I.   CATALOG DESCRIPTION

Course Number:	EVOM1060
Course Title:	Customers and the Event Experience
Prerequisite(s):	None

Catalog Description: This course will engage students in all aspects of an event allowing them to understand the motivations and servicing of visitors to leisure, tourist and event destinations, venues and attractions. The course will focus on the retail events elements of events such as ticketing and hospitality, the motivation behind purchase, and the importance of service delivery.

Credit Hours:	3.0
Class Hours:	45
Lab Hours:	0
Total Contact Hours:	45

II.   COURSE OBJECTIVES: *Course will teach students to*
  A.   Introduce the visitor destinations industry (hospitality industry), focusing on venues, events, and related elements.
  B.   Introduce the motivations of visitors to leisure, tourist and event destination, venues and attractions in the experience economy.
  C.   Provide a general foundation for understanding the visitor experience.
  D.   Overview the importance of service delivery.
  E.   Detail fundamental keys to great service.

III.   STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES
  A.   Student Learning Outcomes: *Students will be able to*
    1.   Describe the external environment (suprasystem) that the leisure, destination attraction and event industries operate within (The Hospitality and Tourism Umbrella).
    2.   Differentiate the customer base across Meetings, Expositions, Events and Conventions (MEEC).
    3.   Differentiate service providers in the MEEC industry.
    4.   Understand the importance of the event customer to the hospitality and tourism industry through the use of Experience Economy Theory.
    5.   Present arguments for economic development through the tourism, destination attraction and event planning based on Experience Economy Theory.
    6.   Describe the motivations of customers in the Experience Economy.
    7.   Describe the role of attitude and likeability in customer service.
    8.   Develop an event customer service plan based on Loeffler's five keys to GREAT customer service.
  B.   General Education Learning Outcomes (GELOs)
    1.   GELO 3: Critical Thinking & Problem Solving
         Outcome 2: Synthesize information to arrive at reasoned solutions to problems.

IV.   CONTENT/TOPICAL OUTLINE
  A.   Course Overview, Online Learning
  B.   The Hospitality and Tourism Industry

C. The Experience Economy
D. Meeting, Exposition, Event, and Convention Management (MEEC)
E. Event-Venue Customer Service

V. INSTRUCTIONAL MATERIALS

A. Required text(s): Loeffler, B., *One Minute Manager: Keys to Providing Great Service like Disney World*. DC Press, Sanford, Florida, 2009. ISBN 978-1-932021-44-8
B. Required Reading: (The following material is available through the SCC online library; access instructions will be provided at the time of the reading assignment.)
    1. Gilmore, J. H., and B.H. Pine II, (2002). *Differentiating Hospitality Operations via Experiences.* Cornell Hotel and Restaurant Administration Quarterly, 43, 87-96.
    2. Pine, B. H., II, & J.H. Gilmore, (1998, July-August). *Welcome to the Experience Economy*. Harvard Business Review, 97–105.
    3. Jurowski, C. (2009). *An Examination of the Four Realms of Tourism Experience Theory*. Proceedings of the International CHRIE Conference: Hospitality and Tourism Refereed Track. Retrieved August 13, 2010 from http://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1054&context=refereed

VI. METHODS OF PRESENTATION/INSTRUCTION

A. Textbook and journal reading
B. Learning review exercises
C. Lecture postings online
D. Discussion thread learning activities
E. Participation in community event
F. Online exams
G. Q&A, online interaction with instructor

VII. METHODS OF EVALUATION

A. Course grades are at the determination of the instructor based on online review exercises, quizzes, exams, and course projects.
B. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.
C. SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60