

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-19-24

I. CATALOG DESCRIPTION

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

Catalog Description: This course engages students in the dynamics of event management, focusing on visitor motivations and service delivery within the hospitality and tourism sectors. By examining key elements of event planning, such as first impressions, ticketing, hospitality, and the customer experience, students will gain insights into how events influence economic development and customer satisfaction. The curriculum emphasizes the importance of understanding visitor motivations, applying Experience Economy Theory, and delivering exceptional customer service to meet the evolving demands of the industry. Through practical applications and theoretical frameworks, students will develop the skills necessary to create effective service strategies for events and venues.

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.
- F. Evaluate Customer Service Metrics

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. Recognize opportunities for economic development through the tourism, destination attraction and event planning based on Experience Economy Theory.
 - 6. Evaluate the motivations of customers in the Experience Economy.
 - 7. Explore the role of attitude and likeability in customer service.
 - 8. Develop an event customer service plan based on customer service principles.
- 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. Customer Service Overview
- B. The Hospitality and Tourism Industry
- C. The Experience
- D. Economy Meeting, Exposition, Event, and Convention Management (MEEC)
- E. Mission and Vision Statements
- F. Setting up an Event
- G. Event Planning and Checklists
- H. Customer Service Metrics

V. INSTRUCTIONAL MATERIALS

- A. Required text(s): Read Chapter 1: INSTITUTE, D. I. S. N. E. Y. (2011). *Be our guest: Perfecting the Art of Customer Service*. DISNEY EDITIONS. ISBN-13: 9781423140146
- B. Required Readings are located in the course.

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