



Wayne County Community College District

COURSE SYLLABUS

HTM 225 Special Events and Catering Management

CREDIT HOURS: 3.00

CONTACT HOURS: 45.00

COURSE DESCRIPTION:

The focus of this course will be on management and operations of conventions, meetings, banquets, trade shows, and exhibition for both profit and nonprofit organizations. Emphasizes programs, planning, budgeting, contracts, marketing, facility selection, and exhibit and convention planning. Special emphases will be put on catering sales and management.

PREREQUISITES: NONE

EXPECTED COMPETENCIES

Upon successful completion of this course, the student will:

- Obtain a high level of understanding of Special Events and Catering through collaboration and evaluations.
- Sell, book, plan and facilitate a special event or catering within the hotel.
- Be able to develop a catered event within the parameters of the hotel setting.
- Understand concepts, strategies and systems needed to effectively plan and execute a function or special event.

ASSESSMENT METHODS:

Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

GRADING SCALE:

90%-100% = A
80%-89.9% = B
70%-79.9% = C
60%-69.9% = D
<60% = E