

HTT A276: EXPO AND TRADE SHOW MANAGEMENT AND PROMOTION

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	130700 - Hospitality
Units	1 Total Units
Hours	18 Total Hours (Lecture Hours 18)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course provides information for designing and managing projects from a trade show exhibit to planning and coordinating an entire exposition. Focus is placed on the growing role of expositions and trade shows in the marketing and sales processes both nationally and internationally. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Plan a trade show with exhibits.

Course Objectives

- 1. Develop research strategies to target the exhibit or exposition to primary and secondary markets.
- 2. Identify resources including designers and general service contractors.
- 3. Negotiate successful vendor contracts.
- 4. Develop a thorough and comprehensive marketing strategy and measure results.
- 5. Incorporate promotional activities enhancing marketing efforts.
- 6. Prepare sales and exhibitor communications and contracts.
- 7. Incorporate commercial sponsorship to decrease operating expenses.
- 8. Evaluate overall effectiveness through proven measurement tools.
- 9. Recruit, orient, train, and reward staff and volunteers.
- 10. Observe all tax regulations.
- 11. Construct a comprehensive needs assessment and feasibility study.
- 12. Develop a business plan.

Lecture Content

Forecasting/Needs assessment Potential markets/primary secondary Market focus/potential volume Financial Considerations Budget

Proposals Contracts/agreements/leases Sponsorship Legal consultation Monitoring systems Laws/regulations/taxes/licensing Identify necessary requirements/mandates Local, state, federal tax laws Sponsorship solicitation Liabilities Proposals/agreements Negotiation techniques/strategies Presentation/in-person/written Implementation/follow-up/liability Resources Designers Service contractors Audio/visual Technology Vendors Space considerations Square footage requirements Weight distribution Displays, size, weight Electrical Sound Marketing Strategies Result variables Promotional activities Communication tools/brochures/flyers/signage Evaluation Attendance Revenue Measurement tools/evaluations/on-line access

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, group participation, video, projects, computers, and lab simulations.

Reading Assignments

A. Read assigned chapters and modules prior to class.B. Read posted hospitality articles in Blackboard.C. Read posted discussion topic, research and participate in argument.D. Research journal topics.

Writing Assignments

Complete course appropriate projects Established hours of work based learning Satisfactory evaluation Demonstrate various approaches to professional critical thinking and problem solving Development of professional standards Exhibit skills acquired and applied in certificate option as applied in professional situations

Out-of-class Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Demonstration of Critical Thinking

The student must participate in class discussions. In addition, complete assignments and a mastery quiz. Students will receive a grade by successfully completing the course requirements. Students must participate in an industry-based project.

Required Writing, Problem Solving, Skills Demonstration

A. Problem solving exercises will include written comprehensive responses.B. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.C. Journal of observations and experiences.D. Present a professional portfolio journaling learning outcomes.E. Cognitive responses to classroom lecture and demonstration will be required.F. Weekly problem solving exercises will include written and oral comprehensive responses.

Textbooks Resources

1. Required Krugman, Carol and Wright, Rudy. Global Meetings and Exhibitions, ed. Philadelphia: Wiley, 2007