



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|------------|--|---|---------------------------------|---|------------|---|
| Course Title | | Meeting and Convention Management | | | | | | | |
| Course Code | | AGE213 | | Course Level | | First Cycle (Bachelor's Degree) | | | |
| ECTS Credit | 2 | Workload | 50 (Hours) | Theory | 2 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | The main aim of the lesson is to help the students improve the knowledge, skills and other perfections required by handling the process of management of meeting within the scope of tourism industry. | | | | | | | |
| Course Content | | Within the scope of the lesson, firstly, types of meeting and aims of the meetings will be explained. After that, such subjects as the improvement process of tourism of meeting, factors effecting the development of market of meeting tourism, meeting tourism with regards to quantitative and qualitative way organization of meeting will be handled during the term, reinforced by giving examples from Turkey and the world. | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion, Case Study, Individual Study | | | | | |
| Name of Lecturer(s) | | Assoc. Prof. Onur İÇÖZ, Res. Assist. Sibel KAÇAR | | | | | | | |

Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1 | 40 |
| Final Examination | 1 | 40 |
| Term Assignment | 1 | 20 |

Recommended or Required Reading

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| 1 | ÇAKICI, C. Toplantı Yönetimi, 2. Basım, Ankara, Detay Yayıncılık, 2009. |
| 2 | TAVMERGEN, İ. ve Aksakal, E. G. Kongre ve Toplantı Yönetimi, Seçkin Yayıncılık, Ankara, 2004. |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | Preliminary information will be given about the objectives, importance, concept, contents, methods of measurement and sources of the lesson. |
| | Preparation Work | On account of the first week, there is no expectancy of students' doing any preparations. |
| 3 | Theoretical | Advantages of meeting tourism will be explained by giving examples. |
| | Preparation Work | Students will do pre reading about the advantages of meeting tourism. |
| 4 | Theoretical | Information will be given about types and characteristics of meeting. |
| | Preparation Work | Students will search examples about types of meeting. |
| 5 | Theoretical | Factors effecting the development of meeting tourism will be explained. |
| | Preparation Work | Students will do research the factors effecting the development of meeting tourism from articles |
| 6 | Theoretical | Meeting organization and the process will be conveyed by giving examples. |
| | Preparation Work | Students will do pre reading about the structure of meeting organization. |
| 7 | Theoretical | Market of meeting will be evaluated with regards to qualitative and quantitative way. |
| | Preparation Work | Students will compile the statistical data about market of meeting in Turkey and the world with regards to qualitative and quantitative way |
| 8 | Theoretical | Kongre ve toplantı sektöründe pazarlama yönetimi hakkında bilgi verilecektir. |
| | Preparation Work | Students will do pre reading about marketing of meeting organizations. |
| 9 | Intermediate Exam | Midterm Exam |
| 10 | Theoretical | The process and phases of meeting arrangement will be explained separately. |
| | Preparation Work | Students will gather information about process and phases of meeting arrangement from convenors dwelling in the region. |
| 11 | Theoretical | It will be gone on discussing the previous week's subject (the process and phases of meeting arrangement). |
| | Preparation Work | It will be gone on doing the same pre readings that was done in the previous week. |
| 12 | Theoretical | Communication in management of congress and meeting, organizational receivers and factors effecting the purchasing consideration will be dwelled on. |
| | Preparation Work | Students will do pre reading about communication in meeting market, recipients and purchasing considerations |
| 13 | Theoretical | Information will be given about food and beverage and banquet services. |



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| 13 | Preparation Work | Students will do pre reading about food and beverage services in meeting industry. |
| 14 | Theoretical | Future and trends of congress and meeting industry will be discussed. |
| | Preparation Work | Students will do research about projections in meeting market. |
| 15 | Theoretical | General review will be done and deficiencies will be made up for. |
| | Preparation Work | Academic staff will state which topics should be reviewed before the lesson. |
| 16 | Final Exam | Final exam |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 1 | 2 | 42 |
| Term Project | 1 | 0 | 2 | 2 |
| Midterm Examination | 1 | 2 | 1 | 3 |
| Final Examination | 1 | 2 | 1 | 3 |
| Total Workload (Hours) | | | | 50 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 2 |
| *25 hour workload is accepted as 1 ECTS | | | | |

Learning Outcomes

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|---|---|
| 1 | To be able to acquire detailed information about the market of meeting tourism in the world. |
| 2 | To be able to acquire theoretical information and skills required for planning and marketing of meetings. |
| 3 | To be able to comprehend the knowledge and ability required for operation of meetings. |
| 4 | Logical connection with the sustainable tourism. |
| 5 | Marketing style of meeting tourism. |

Programme Outcomes (Tourism Guiding)

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| 1 | To have scientific and professional ethical values |
| 2 | To gain the ability of analytical and critical thinking |
| 3 | To have an awareness of requirement of gaining lifelong new knowledge and skills |
| 4 | To know the basic concepts about tourism sector |
| 5 | To comprehend relationship between tourism and natural, cultural and social environment |
| 6 | To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate |
| 7 | to be able to use the second foreign language at medium level. |
| 8 | to have the ability of doing team work. |
| 9 | To gain the ability to use information technologies in his/her field at a good level. |
| 10 | To gain administrative knowledge and ability in his/her field. |
| 11 | To be competent on the subject of human relations and behaviours which are required in tourism industry |
| 12 | To be able to track the trends in his/her field. |
| 13 | To have knowledge and ability on the subjects required for his/her profession. |
| 14 | To have comprehensive knowledge required for his/ her profession about other tourism services |
| 15 | To have enough knowledge about culture and customs of his/her own country. |
| 16 | To have enough knowledge about different cultures and customs. |

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

| | L1 | L2 | L3 | L4 | L5 |
|-----|----|----|----|----|----|
| P1 | 5 | 5 | 5 | 2 | 3 |
| P2 | 5 | 4 | 3 | 2 | 5 |
| P3 | 3 | 5 | 4 | 3 | 3 |
| P4 | 5 | 4 | 4 | 3 | 5 |
| P5 | 4 | 5 | 4 | 5 | 4 |
| P6 | 5 | 5 | 5 | 4 | 5 |
| P7 | 2 | 3 | 5 | 2 | 4 |
| P8 | 3 | 5 | 5 | 2 | 4 |
| P9 | 4 | 3 | 4 | 3 | 5 |
| P10 | 5 | 5 | 4 | 2 | 5 |



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| P11 | 4 | 4 | 5 | 3 | 5 |
| P12 | 3 | 4 | 4 | 4 | 5 |
| P13 | 3 | 5 | 4 | 4 | 4 |
| P14 | 4 | 4 | 5 | 4 | 4 |
| P15 | 5 | 3 | 4 | 4 | 4 |
| P16 | 5 | 3 | 3 | 4 | 4 |

