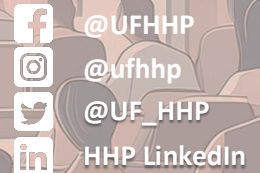


# Convention Sales and Service

HFT4517 | 3 Credits | Fall 2024

Connect with HHP



## INSTRUCTOR

**Brianna Blasneck, CMP**

Office: FLG206i Office Phone: 352-294-1680

Email: [bblasneck@ufl.edu](mailto:bblasneck@ufl.edu)

Preferred method of contact: **email or Canvas**

## OFFICE HOURS

Monday and Wednesday: 9:30a - 11:00a (or by appointment)

## MEETING TIME/LOCATION

MWF Period 2, 8:30a-9:20a  
FLG280

## COURSE DESCRIPTION

This course introduces the mechanics of event sales and operations from the venue's perspective. As such, students will receive practical training on the process of fostering a sales lead into definite business and how that contract is subsequently fulfilled. Emphasis is placed on mastering the event sales procedures, effective contract authoring/negotiation, detailed internal and external documentation for event services, billing procedures, and post-event evaluation.

## PREREQUISITE KNOWLEDGE AND SKILLS

LEI3360 or HFT2750

## MATERIALS

### *Required Text*

Rodgers, T. & Wynn-Moylan, P. (2022). *Conferences and conventions: A global industry* (4<sup>th</sup> ed.). Routledge.

<https://doi.org/10.4324/9781003298953> ISBN: 978-1-003-29895-3 (e-book), ISBN: 978-1-032-28880-2 (print)

### *Additional Materials*

Additional readings will be made available on Canvas to access.

Content for lecture materials utilizes information from text below (not required for students to purchase).

Abbey, J.R. (2016). *Convention Sales & Service* (9th ed.), Waterbury Press: Las Vegas, NV.

ISBN-10: 0-9620710-7-2

## COURSE FORMAT

The course will include a combination of lectures, discussions, activities, quizzes, group learning projects and student presentations. **Attendance and active participation are essential to the nature of this course.** Guest speakers who will provide industry perspective will appear throughout the course. Each week will comprise of both lectures and active learning.

**Active Learning** - Students will break into groups to complete exercises based upon the course material (in class activities, study questions, Internet exercises, etc.). This time may also be used for students to work with their

groups on course projects. Active Learning Assignments (ALA) will be given during the semester at random. These assignments will be given during class time and account for 10% of your final grade, therefore it is highly encouraged that you attend all classes.

### COURSE LEARNING OBJECTIVES:

By the end of this course, students will be able to:

- Describe the scope of the meetings, expositions, events, and conventions (MEEC) industry in terms of types of meetings, who holds meetings, emerging types of meeting facilities, and current trends.
- Illustrate how technology has transformed the MEEC industry and explain technological tools applicable to venue sales and service procedures.
- Understand considerations in venue sales department organization and outline how a sales office interfaces with other departments within the venue.
- Distinguish the characteristics of association, corporate, and SMERF meetings that are important for selling to each market.
- Modify sales procedures to effectively reach varied market segments.
- Simulate a site visit and articulate whether the venue fits event and group needs.
- Explain key considerations when assigning guest room blocks, reserving function space, coordinating food and beverage/audiovisuals, and managing other ancillary services.
- Prepare a sales lead sheet, contract agreement, group resume, banquet event order (BEO), and floor plan.
- Identify typical function room furniture, meeting set-ups, and usage considerations for function rooms and effectively allocate resources to fit client needs.
- Discuss the functions of key trade show personnel and determine key elements relevant to the venue.
- Differentiate between a pre-convention and post-convention meeting and their essential functions.
- Explain typical procedures for billing groups and for conducting a post-event evaluation.
- Illustrate how to manage the client relationship post-event.

### GRADING SCALE

The University’s grading system will be used for this course (for information about UF’s grading policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>). Feedback on assignments is provided via Canvas. In accordance, a student’s overall performance in this course will be graded as follows:

<b>Letter Grade</b>	<b>A</b>	<b>B+</b>	<b>B</b>	<b>B-</b>	<b>C+</b>	<b>C</b>	<b>C-</b>	<b>D+</b>	<b>D</b>	<b>D-</b>	<b>E</b>
<b>Percentage Range</b>	<b>100-90</b>	<b>&lt; 90-87</b>	<b>&lt; 87-84</b>	<b>&lt; 84-80</b>	<b>&lt; 80-77</b>	<b>&lt; 77-74</b>	<b>&lt; 74-70</b>	<b>&lt; 70-67</b>	<b>&lt; 67-64</b>	<b>&lt; 64-61</b>	<b>&lt; 61</b>
<b>GPA Points</b>	<b>4.00</b>	<b>3.33</b>	<b>3.00</b>	<b>2.67</b>	<b>2.33</b>	<b>2.00</b>	<b>1.67</b>	<b>1.33</b>	<b>1.00</b>	<b>0.67</b>	<b>0.00</b>

### ASSESSMENT SUMMARY

<b>Assessment Tool</b>	<b>Point Value</b>
<b>Introduction Post</b>	1 discussion post 10
<b>Course Plan</b>	1 assignment 10
<b>Active Learning Discussions</b>	10 assignments x 6 points each 60
<b>Module Quizzes</b>	5 module quizzes x 40 points each 200
<b>Site Visits</b>	2 site visits x 25 points each 50
<b>Module Assignments</b>	11 assignments x 10 points each 110
<b>Peer Feedback Submission</b>	4 evaluations x 2 points each 8

Peer Feedback Average	4 averages x 5 points each	20
Reflection of Course Plan	1 assignment	10
Final Presentation	1 group presentation	50
Extra Credit	posted to announcements	varies
<b>Total</b>		<b>528</b>

## ASSESSMENT OVERVIEW

### INTRODUCTION POST 10 PTS

The event industry relies on communication and connections. Introduce yourself to your peers via Canvas discussion board and start building your professional network now! Posts used to sort groups as needed.

### COURSE PLAN 10 PTS

One-page submission detailing your current understanding of course topic, what knowledge you hope to gain from the course, and goals you have for the term. You will use this course plan at the end of the term for your reflection assignment.

### ACTIVE LEARNING ACTIVITIES 60 PTS

Active Learning Activities provide an opportunity for students to discuss course topics and to demonstrate acquired knowledge through analysis and critique of industry topics, such as sales and meeting contracts, property press kits, convention press releases, banquet menus, sales strategies, etc. These assignments include small in-class activities, internet exercises, study questions, and case studies relevant to the course material.

- The class assignments will include both individual and group assignments.
- To receive credit for class participation, depending upon the model assignment, the student/group is required to:
  - Answer all questions as assigned; or
  - Analyze case study as assigned and present to class; or
  - Complete internet exercises as assigned and present to class; or
  - Work on group assignments in class and provide summary of meeting notes.
- The requirements for the assignments and due dates will be provided IN CLASS. **The assignments will be given out at random, therefore it is highly encouraged you attend all classes to receive full marks for the assignments.**
- Assignments will also be collected in class. If an assignment is not received in class on the due date, the student will receive a zero for that assignment.
- Students will not be permitted to make up missed assignments without the appropriate documentation (see the Course Policies).

### MODULE QUIZZES 200 PTS

Module Quizzes are provided at the end of each learning module to assess the comprehensive understanding.

- There will be five (5) online quizzes, one for each module.
- Quizzes will be available at 12:00am on Friday morning and will be available until 11:59pm Monday night unless otherwise indicated. You will be given a 1-hour period to complete the quiz. Only 1 attempt will be allowed.
- Quizzes are not cumulative.
- **Do not miss a quiz!** Make-up quizzes will be given only under the most serious circumstances (e.g., illness, accident, or emergency). Your reasons should be properly documented and may be verified. The instructor will follow the UF policy in deciding whether your circumstances grant a make-up.

## SITE VISITS

50 PTS

Students will be given the opportunity to coordinate with professionals in industry by scheduling a Site Visit (two separate times). While the course is concerned with the venue perspective, you will be playing the role of a planner for your Site Visit, so you can observe how these are conducted. The notes generated from your Site Visit will be compiled into a professionally formatted submission which culminates in you offering an opinion on the venue and how it does/does not meet the needs of the mock event group you've selected for the assignment.

- You will be required to complete two site visits to convention hotel and event venues during the semester.
- In an effort not to burden the venues of the Gainesville area, your instructor will provide you the point of contact. This will be further discussed in class and explained via announcements in Canvas.
- **Disclose that this is for a course submission.** Do not give the impression that this is a real event that they are attempting to convert to business.
- **Since you are touring as a group, it is highly suggested that you reach out to your assigned venue early to ensure a common time can be scheduled with your group members/venue professional.**
- You will need to complete the site visit discussion guide assignments based on your visit at each property.
- Each site visit is worth 25 points. All members of each group will receive the same points.

## MODULE ASSIGNMENTS

100 PTS

Modules 2, 3, 4 and 5 will have various Module Assignments that have students implementing the material covered throughout the Module with a venue of their choice and later, an event group of their choosing. While these are separate assignments, the student groups are choosing ONE venue to work with for the duration of the term. Thus, great care should be taken at the beginning of the term to determine a venue that serves (1) the interest of the group and (2) has accessible material (online or via sales team) for the purposes of submission. Instructions on each Module Assignment are provided in detail on Canvas. Feedback will be provided throughout the document submitted as well as the rubric. Student groups are expected to review this feedback to improve their future submissions.

## REFLECTION OF COURSE PLAN

10 PTS

One-page submission reflecting on what you have learned throughout the course, what areas you would like to learn more about, and assessment of your course goals progress submitted at start of term.

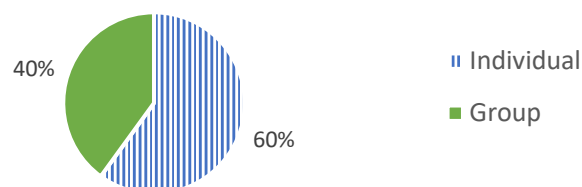
## FINAL PRESENTATION

50 PTS

Groups will be given a maximum of 10 minutes to present their Module Assignment work to their peers at the end of the term. Instructions for this presentation will be provided in class as well as on Canvas.

*Any requests for additional extra credit or special exceptions to these grading policies will be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.*

### Assessment Breakdown



## REQUIRED READING

*It seems some eBook formats have varied page numbers, so below I've indicated what sections of the text you should read by heading if the whole Chapter is not assigned.*

<p><b>Module 1: Foundational Topics – Supply for the Demand</b>  <b>Weeks 1-2. Aug 22 – Sept 1</b>  <b>Readings: Chapter 1 – pp. 10-32; Chapter 2 – pp. 41-45; 58-64; Chapter 8 - pp. 220-224, 229-237; Chapter 14</b>  Chapter 1 – “the globalization of the conference industry” to “Hybrid City Alliance”  Chapter 2 – “chapter overview” to “the economic impact of the conventions industry” and “environmental impacts and sustainability” to “references”  Chapter 8 – “virtual meetings” to “building an event community” and “technical tools and requirements” to “references”  Chapter 14</p>
<p><b>Module 2: Knowing your Product – Venue Considerations</b>  <b>Weeks 3-5. Sept 2 – Sept 22</b>  <b>Readings: Chapter 3; Chapter 4 - pp. 109-117; 128-146; Chapter 5 - pp. 147-151; 155-161</b>  Chapter 3  Chapter 4 – “chapter overview” to “models of destination marketing organizations” and “conference venue types, scale and market share” to “references”  Chapter 5 – “chapter overview” to “PCO organizational structures” and “other roles in the business events industry” to “references”</p>
<p><b>Module 3: Securing Business – Making the Sale</b>  <b>Weeks 6-7. Sept 23 – Oct 6</b>  <b>Readings: Chapter 6 - pp.162-188; 195; Chapter 10 - pp. 270-275; 284</b>  Chapter 6 – “chapter overview” to “case study 6.2” and “summary”  Chapter 10 – “resource acquisition and sub-contractors” to “sources of income” and “summary”</p>
<p><b>Module 4: Servicing the Business – Fulfilling your Contract</b>  <b>Weeks 8-12. Oct 7 – Nov 10</b>  <b>Readings: Chapter 9 - pp. 238-244; 247-260; Chapter 11; Chapter 13</b>  Chapter 9 – “chapter overview” to “event tasks” and “on-site operations staff” through “summary”  Chapter 11  Chapter 13</p>
<p><b>Module 5: Post-Event Topics – Finishing Strong</b>  <b>Weeks 13-15. Nov 11 – Dec 4</b>  <b>Readings: Chapter 12</b></p>

**COURSE SCHEDULE (subject to change)**

**Due date times are 11:59p** unless otherwise specified

\* Denotes deviation from pattern of due dates as result of university academic calendar

Date	Day	Class Topics	Assignments
<p><b>Module 1: Foundational Topics – Supply for the Demand</b>  <b>Weeks 1-2. Aug 22 – Sept 1</b>  <b>Readings: Chapter 1 – pp. 10-32; Chapter 2 – pp. 41-45; 58-64; Chapter 8 - pp. 220-224, 229-237; Chapter 14</b>  In this module you will be introduced to the MEEC industry through the lens of the venue, which is housed underneath the broader category of supplier. Key terminology and market segments are presented as well as a contextual overview of the industry at large: the broader implications to economics, local communities, and the environment. This industry is highly susceptible to change, which requires a discussion on current trends and opportunities as we progress forward. This module will “set the scene” for following modules that will continue to build on one another. Describe the scope of today’s meetings market, including the various types of meetings hosted by the convention and meetings industry.</p>			
Aug 23	F	Course Introduction	
Aug 26	M	Who is holding meetings?	

		Terminology of Meetings	
Aug 28	W	Types of Meeting Facilities	<b>Intro Post &amp; Course Plan Due 8/30</b>
Aug 30	F	Trends in Industry/Current Events	9:30a Module 1 Quiz Opens
<b>Module 2: Knowing your Product – Venue Considerations</b> <b>Weeks 3-5. Sept 2 – Sept 22</b> <b>Readings: Chapter 3; Chapter 4 - pp. 109-117; 128-146; Chapter 5 - pp. 147-151; 155-161</b> In the Knowing your Product Module, you'll better understand the personnel functions within a venue and how this contributes to the event facilitation process. We cover how these internal teams may be structured differently, but how the marketing and sales initiatives work together to elicit business for the property.			
Sept 2	M	No Class – Labor Day	<b>Module 1 Quiz Closes Tues Sept 3*</b>
Sept 4	W	Sales v. Marketing Marketing Plan Step 1) Market Research	
Sept 6	F	Marketing Plan Step 2) Target Market/Positioning	
Sept 9	M	Marketing Plan Step 3) Objectives/Action Plan	
Sept 11	W	Marketing Plan Step 4) Implementation	
Sept 13	F	Sales Office Organization Structure	<b>Mod 2.1 Assignment Due</b>
Sept 16	M	Managing Sales	
Sept 18	W	Sales Records and Filing Systems	<b>Module 2 Peer Feedback Due</b>
Sept 20	F	Module 2 Review	9:30a Module 2 Quiz Opens <b>Mod 2.2 Assignment Due</b>
<b>Module 3: Securing Business – Making the Sale</b> <b>Weeks 6-7. Sept 23 – Oct 6</b> <b>Readings: Chapter 6 - pp.162-188; 195; Chapter 10 - pp. 270-275; 284</b> In the Securing Business Module, students will learn in-depth about the various markets hosting events: their characteristics and ultimately how to reach/sell to each. Securing business to your property is not one size fits all! The module covers the various strategies sales professionals utilize to bring business to their venue. You will learn about the importance of negotiation from the venue perspective and what can be persuasive to different clientele. Finally, students will be introduced to contract terminology and understand how to apply them effectively to generate an agreement that protects the financial interests of your property.			
Sept 23	M	Selling the Association Market	<b>Module 2 Quiz Closes</b>
Sept 25	W	Selling the Corporate Market	<b>Mod 3.1 Assignment Due</b>
Sept 27	F	Selling Other Markets	
Sept 30	M	Selling Meetings	<b>Mod 3.2 Assignment Due</b>
Oct 2	W	Negotiations and Contracts	
Oct 4	F	Module 3 Review	9:30a Module 3 Quiz Opens <b>Mod 3.3 Assignment Due</b> <b>Module 3 Peer Feedback Due</b>
<b>Module 4: Servicing the Business – Fulfilling your Contract</b> <b>Weeks 8-12. Oct 7 – Nov 10</b> <b>Readings: Chapter 9 - pp. 238-244; 247-260; Chapter 11; Chapter 13</b> In Servicing the Business Module, we move away from topics surrounding how to earn business/secure contracts, to what needs to transpire once the business has “gone definite” i.e. the property has a signed contract. As mentioned previously, this process may vary from property to property due to the size of the facility, the frequency of event bookings, etc. However, most often this is when the sales department connects the client with their colleagues whose function is to execute the events on property. This portion of			



the process is typically most extensive, with various individuals working harmoniously to ensure the client has a positive experience. Unsurprisingly then, we will utilize a large part of the semester to discuss these various action items, and the corresponding documentation required.

Oct 7	M	Service Function	<b>Module 3 Quiz Closes</b>
Oct 9	W	Guest Rooms	
Oct 11	F	Preparing for the Event	<b>Site Visit # 1 Due</b>
Oct 14	M	Audiovisual	
Oct 16	W	Admission and Details	
Oct 18	F	No Class - Homecoming	
Oct 21	M	Food and Beverage	
Oct 23	W	Food and Beverage	<b>Mod 4.1 Assignment Due</b>
Oct 25	F	Guest Speaker	
Oct 28	M	Function Rooms and Meeting Setups	
Oct 30	W	Function Rooms and Meeting Setups	<b>Mod 4.2 Assignment Due</b>
Nov 1	F	Guest Speaker	
Nov 4	M	Exhibits and Tradeshows	
Nov 6	W	Group Workday	<b>Mod 4.3 Assignment Due</b>
Nov 8	F	Module 4 Review	9:30a Module 4 Quiz Opens <b>Site Visit # 2 Due</b> <b>Module 4 Peer Feedback Due</b>

### **Module 5: Post-Event Topics – Finishing Strong**

**Weeks 13-15. Nov 11 – Dec 4**

**Readings: Chapter 12**

In the Post-Event Topics Module, we discuss what transpires once the event goes leave the property. In other words, the work is not yet done. For departments like accounting, the work has just started! Thus, this module covers how to successfully wrap-up an event, how to evaluate your performance, and how to continue to foster the relationship with this client so that you can increase the potential for repeat business.

Nov 11	M	No Class – Veteran’s Day	<b>Module 4 Quiz Closes Tues Nov 12*</b>
Nov 13	W	Relationship Management	
Nov 15	F	Billing/Post-Con	<b>Mod 5.1 Assignment Due</b>
Nov 18	M	EFTI Day	
Nov 20	W	Current Status of Industry	
Nov 22	F	Course Review	<b>Mod 5.2 Assignment Due</b>
Nov 25	M	No Class – Thanksgiving Break	
Nov 27	W	No Class – Thanksgiving Break	
Nov 29	F	No Class – Thanksgiving Break	9:30a Module 5 Quiz Opens
Dec 2	M	Presentations	<b>Module 5 Quiz Closes</b> <b>Mod 5.3 Assignment Due</b>
Dec 4	W	Presentations	<b>Module 5/Presentation Peer Feedback Due</b>
Dec 5-6	R-F	<b>Reading Days; No Class or Assignments Due</b>	
Dec 10	T	<b>Reflection of Course Plan Due</b>	

### **Weeks 1-2. Module 1: Foundational Topics – Supply for the Demand**

- Describe the scope and status of the meetings, expositions, events, and conventions (MEEC) industry.
- Restate industry terminology applicable to venues and their event functions.

- Explain what markets book function space.
- Give examples of various meeting facilities.
- Discuss current trends and technologies of the MEEC industry and their broader impacts.
- Summarize technologies utilized by venue professionals in their operations.

#### **Weeks 3-4. Module 2: Knowing your Product – Venue Considerations**

- Name the differences between sales and marketing.
- Define types of organizations hosting events and their key characteristics.
- Explain the value of a marketing plan and what this includes.
- Describe how market research is conducted to complete a marketing plan.
- State how properties position themselves on the market and implement their marketing plans.
- Name the roles of sales and marketing staff and outline their job responsibilities.
- Illustrate how regional and national sales offices or independent hotel representatives assist in securing business for the property.
- Comprehend how sales team efforts are delegated and documented.
- Paraphrase how sales efforts are evaluated.
- Differentiate types of filing systems and technological applications assisting in information management.

#### **Weeks 5-8. Module 3: Securing Business – Making the Sale**

- Explain the inherent conflict of the planner's motivations and the venue's financial interests.
- Articulate methods to probe potential clients for more information.
- Categorize the factors different market segment planners consider when deciding on their host venue.
- Distinguish varied techniques for generating sales leads.
- Recall the diverse strategies for communicating with sales leads.
- Outline the steps of a sales pitch.
- Understand how to conduct a site visit.
- Predict potential revenue of group business.
- Report how negotiations will vary depending on the group needs and potential incoming revenue.
- Differentiate between a RFP, hold, and contract.
- Name crucial components included in a contract and their importance.
- Produce an informed opinion on whether your site visit venue was fitting for your group event needs.

#### **Weeks 9-13. Module 4: Servicing the Business – Fulfilling your Contract**

- Summarize how the transition between the sales team and the service team is handled responsibly.
- Describe factors that influence how staff assigns function space onsite.
- Restate the various departments contributing to servicing an event on property.
- Differentiate the characteristics of a group resume, banquet event order (BEO), and floor plan/site plan.
- Interpret group needs and employ the appropriate resources to accommodate them.
- Prepare a group resume, banquet event order (BEO), and floor plan/site plan for your mock event.
- Explain the importance of good check-in/check-out procedures.
- Facilitate the management of function rooms, including recalling types of function space layouts, naming appropriate break-down procedures, and defining methods to monitor usage.
- List different types of food service and service-related issues for functions.
- Classify types of audiovisual equipment and their uses.
- Report the impact that union regulations may have on the operation of audiovisual services.
- Outline the elements of exhibit planning, including the duties and responsibilities of key trade show and exhibit personnel.



- Articulate registration procedures, types of admission systems, and other crowd management considerations for meetings and name potential security issues.
- Produce an informed opinion on whether your site visit venue was fitting for your group event needs.

#### **Weeks 14-15. Module 5: Post-Event Topics – Finishing Strong**

- Describe how properties proceed with the billing process.
- Explain conducting an internal and external post-convention review.
- Convert client concerns to opportunities for improvement.
- Articulate the importance of maintaining communication with clients after the event has ended.
- Summarize the coordinated effort across departments to ensure a successful closing procedure.

#### **Week 16. Final Presentation – Putting it all Together**

For your final presentation, you are tasked with putting all that you've learned this term into one concise, but descriptive, presentation. Each role within venue management requires an ability to speak effectively in public settings, to format information professionally, and to express large amounts of information in an easily consumable way. This presentation allows you to build on each of those skills. In addition, you are working on some basic audiovisual components as you record and manage your presentation. Be sure to think about your audience and consider how you utilize the space at the front of the room and your volume.

- Evaluate the work completed throughout the semester and communicate the relative importance.
- Prioritize key items and disclose that information effectively.
- Organize ideas that translate to an engaging way.
- Simulate a presentation.

## **Course & University Policies**

### **COURSE POLICIES**

Students are expected to be professional, which requires them to:

- Actively participate. Active participation includes asking thoughtful questions, contributing knowledge and ideas relevant to the topic, volunteering answers to questions, and sharing relevant material from other readings, classes, newspapers, and media sources.
- Be punctual with regards to assignments, readings, and due dates.
- Be prepared. Students are required to read all assigned materials.
- Be courteous and respectful to your peers and the instructor.

If students disrupt the class, they will be asked to leave. Disruptive behavior includes:

- Participating in side conversations which are irrelevant to the class subject during class.
- Creating a hostile environment.
- Reading materials irrelevant to the class subject, including reading the newspaper, using your cell phone for any reason, or your laptop for any reason other than taking notes.
- Using cell phones and computers during class for non-class related tasks.
- Working on assignments for another class.
- Leaving the classroom early and arriving late, especially habitually and without a legitimate excuse.

### **ATTENDANCE POLICY**

While there is no roll call for attendance, attendance to all classes is highly encouraged. As explained above, you will be given 10 Active Learning Assignments during class at random, these 10 assignments will total 10% of your final grade. Requirements for class attendance and make-up exams, assignments, and other work in this course

are consistent with the University's policies and can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

That said, sometimes personal circumstances arise that may interfere with the ability to attend class. Excused absences include, but are not limited to: personal illness, family illness or death, jury duty, religious holiday, and official University activities. Absences will be excused at the instructor's discretion. **If such an event does happen, please let the instructor know as soon as possible. Proactive communication that informs the instructor of potential conflicts ahead of time will be met with more receptivity than retrospective requests.**

### **DEMEANOR OR NETIQUETTE**

Students are expected to behave in a manner that is respectful to the instructor and to fellow students in all email messages, threaded discussions, chats, or any form of communication. Opinions held by other students should be respected in discussion forums. Review the Netiquette Guide for Online Courses for expected student behavior.

### **LATE ASSIGNMENT POLICY**

Assignments must be submitted by the deadline posted by the instructor. A penalty will be enforced if students fail to submit an assignment by the deadline.

- Assignments received within 24 hours after the posted deadline will receive an automatic 10% deduction.
- Assignments received within 48 hours after the posted deadline will receive an automatic 20% deduction.
- Assignments received 48 hours after the posted deadline will receive a zero.

### **QUIZ POLICIES**

Students will complete quizzes at the end of each Module. Quizzes will be made available on Canvas on 12:00am Friday morning until 11:59pm Monday night, unless otherwise indicated. Students can take quizzes at any time during this period. It is the responsibility of the student to ensure they have access to the Internet and appropriate technology (computer, tablet, etc.) during this period to take the quiz. Due to the length of time provided to students, there will be no make-up quizzes provided. Therefore, it is the responsibility of the student to ensure they do not miss a quiz. If students have any inquiries about quizzes after initial grading, please contact the instructor.

### **EMAIL**

Each of you has a UF email address. It is vital that you maintain an active UF email account and that you check it often. This tentative syllabus is subject to change, and any changes will be transmitted to you via your UF email account and Canvas (see below). Students should email the instructor if they have questions about any of the lectures, readings, assignments, or exams. You should expect a response within about 24-48 hours during weekdays. On holidays or weekends, expect a response in 1-2 business days. The instructor will reasonably expect similar time frames for responses to emails sent to students.

### **EXTRA CREDIT OPPORTUNITIES**

Any extra credit opportunities will be announced via Canvas in the course shell. It is recommended to visit the announcements tab occasionally to ensure you do not miss important information.

### **USE OF AI**

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as ChatGPT or Dall-E) on assignments in this course **if that use is properly documented and credited** (both in-text

and references section). Use of these tools should not be in replace of original work/ideas, but rather can complement the student in their pursuit of a high-quality submission. ***The instructor reserves the right to request a one-on-one meeting at will to discuss submitted works for verification of thoughts presented as original. If the student fails to accept the meeting request or does not convey adequate knowledge of material presented, this will be reported to the Dean of Students Office.*** See *University Honesty Policy* below.

## UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Academic dishonesty, such as plagiarism and cheating, will not be tolerated. Violation of the UF Academic Honor Code will incur serious consequences. Any act of academic dishonesty will be reported to the Dean of Students Office. Plagiarism and cheating may be punished by failure on the exam, assignment, or project; failure in the course; and/or expulsion. There are no exceptions to this policy. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

## STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

## SOFTWARE USE

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

## PRIVACY

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

## IN CLASS RECORDING

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include student presentations, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

## **COURSE EVALUATIONS**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

## **Resources**

The University of Florida has support services available for all students. If you need additional support, you are encouraged to reach out to your instructor.

## **COUNSELING AND WELLNESS CENTER**

Offers services and resources related to a variety of personal concerns, including but not limited to test-related stress, anxiety and depression, substance use, relationships, and sexual orientation and gender. All services are confidential. If a student is having a mental health emergency, they may call 352-392-1575 to speak to a crisis counselor. Additional contact information: 3190 Radio Road, (352) 392-1575. More information can be found at <http://counseling.ufl.edu>.

## **OFFICE OF VICTIM SERVICES**

Recognizes that few events, if any, that may occur in one’s life can compare to the potentially traumatizing effects of being a victim of a crime. A victim advocate is available 24/7 to provide support for victims of actual or threatened violence. All services are free and confidential. You can speak to an advocate directly by calling 352-392-5648 during business hours (M-F, 8:00 a.m. – 5:00 p.m.) or 24/7 by calling the University Police Department’s Dispatch Center at 352-392-1111. More information can be found at <https://police.ufl.edu/about/divisions/office-of-victim-services/>.

## **GATORWELL HEALTH PROMOTION SERVICES**

Is UF’s campus health promotion department. Services include HIV testing, Quit Tobacco coaching, Wellness Coaching for Academic Success, Health Huts, and various other outreach/educational events. GatorWell also provides free condoms and other sexual health resources to students. Visit one of their three campus locations

including their main location on the First Floor of the Reitz Union. More information can be found at <http://gatorwell.ufsa.ufl.edu/>.

### **UF COMPUTING HELP DESK**

Is available to help students with technical issues, including CANVAS. You can call the UF Help Desk 24/7 at 352-392-HELP. More information can be found at <http://helpdesk.ufl.edu/>.

### **U MATTER, WE CARE**

Is an initiative committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if someone is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu). More information can be found at <http://www.umatter.ufl.edu/>.

### **CAREER CONNECTIONS CENTER**

Can help you across the lifespan of your career and is located on the First Floor of the Reitz Union. More information can be found at <https://career.ufl.edu/>.

### **INCLUSION, DIVERSITY, EQUITY, AND ACCESSIBILITY RESOURCES**

For suggestions or concerns related to IDEA, please reach out to any of the following:

- Daniel Rogers, THEM IDEA Representative, [dcrogers@ufl.edu](mailto:dcrogers@ufl.edu)
- Dr. Giulio Ronzoni, THEM Undergraduate Coordinator, [giulio.ronzoni@ufl.edu](mailto:giulio.ronzoni@ufl.edu)

### **PRIVACY AND ACCESSIBILITY POLICIES OF TOOLS FOR COURSE**

The privacy and accessibility policies of each tool you may use for the course are noted below for reference:

- **Adobe**  
Privacy Policy: <https://www.adobe.com/privacy/policy.html>  
Accessibility Policy: <https://www.adobe.com/trust/accessibility.html>
- **Instructure (Canvas)**  
Privacy Policy: <https://www.instructure.com/policies/product-privacy-policy>  
Accessibility Policy: <https://www.instructure.com/products/canvas/accessibility>
- **Microsoft**  
Privacy Policy: <https://privacy.microsoft.com/en-us/privacystatement>  
Accessibility Policy: [https://support.microsoft.com/en-us/office/accessibility-tools-for-microsoft-365-b5087b20-1387-4686-a0a5-8e11c5f46cdf?activetab=pivot\\_1%3Aprimaryr2](https://support.microsoft.com/en-us/office/accessibility-tools-for-microsoft-365-b5087b20-1387-4686-a0a5-8e11c5f46cdf?activetab=pivot_1%3Aprimaryr2)
- **YouTube (Google)**  
Privacy Policy: <https://policies.google.com/privacy>  
Accessibility Policy: <https://support.google.com/youtube/answer/189278?hl=en>
- **Zoom**  
Privacy Policy: <https://explore.zoom.us/en/privacy/>  
Accessibility Policy: <https://www.zoom.com/en/accessibility/>