

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 9-12 CTE/**Unit 8** Meeting and Event Planning

Course Code: 096806

### **COURSE INTRODUCTION:**

This course introduces students to one of the world's largest and fastest growing industries- the hospitality and tourism industry. Content includes information about the numerous segments of the hospitality industry, the many different areas of career opportunities and career paths. The interrelated nature of hospitality, travel and tourism are explored. Students are introduced to the different segments of the industry such as lodging and cruising, food and beverage service and management, club management, attractions and recreation, and assemblies and event management. It is the foundational course for advanced study in marketing, hospitality, culinary or tourism.

### **Course Rationale:**

To introduce students to the many different opportunities available in the hospitality and tourism industry students will need to develop performance competencies that will enable them to:

- a) construct meaning pertinent to various career paths and opportunities in the industry;
- b) communicate effectively with industry professionals, customers and fellow workers;
- c) solve problems based upon the needs of the customer;
- d) make ethical decisions; and
- e) assess the impact hospitality plays in society.

### **Guiding Principles:**

Integrating *Processes of Thinking, Communication, Leadership, and Management* in Order to Apply Hospitality and Tourism Knowledge And Skills.

1. Demonstrate components of critical thinking, creative thinking, and reasoning.
2. Evaluate effective communication processes in school, family, career, and community settings.
3. Demonstrate leadership that encourages participation and respect for the ideas, perspectives, and contributions of group members through FCCLA, DECA, and SkillsUSA.
4. Apply management, decision-making, and problem solving processes to accomplish tasks and fulfill responsibilities.
5. Examine the interrelationships among thinking, communication, leadership, and management processes to address family, community, and workplace issues.
6. Demonstrate fundamentals for college and career success (e.g., strong work ethic, time-management, positive attitude, adaptability/flexibility, stress resilience, accountability, self-discipline, resourcefulness, cooperation, self-assessment).

### **Course Essential Questions:**

1. What is the scope of the hospitality and tourism industry?
2. How does tourism play a foundational role in the various functions hospitality companies perform?
3. How do current events and trends impact the hospitality industry?

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<b>UNIT DESCRIPTION:</b> Unit 8 – MEETING AND EVENT PLANNING		<b>SUGGESTED UNIT TIMELINE:</b> approx. 3 days				
Students will explore the roles and responsibilities of a meeting and event planner.		<b>CLASS PERIOD (min.):</b> 90 minutes/daily  Completion of summative assessment requires two weeks of independent work by students.				
<b>ESSENTIAL QUESTIONS:</b>  1. What are the roles of a meeting and event planner? 2. Why are certain characteristics important for a meeting and event planner? 3. What are the primary challenges a meeting and event planner faces?						
<b>ESSENTIAL MEASURABLE LEARNING OBJECTIVES</b>		<b>CROSSWALK TO STANDARDS</b>				
		<b>CCTC.HT</b>	<b>CCTC</b>	<b>CCSS ELA Grade Level</b>	<b>NSFCSE</b>	<b>DOK</b>
1. Identify the roles and responsibilities of meeting/event planners.		CCTC.HT.3 CCTC.HT.6 CCTC.HT.REC.9 CCTC.HT.RFB.9 CCTC.HT.RFB.4		WHST.9-10.8 SL.9-10.1.d	10.1.1 10.1.6	1
2. Create and plan an event with a target audience.		CCTC.HT.6	CCTC.1 CCTC.6 CCTC.7 CCTC.8 CCTC.11 CCTC.2 CCTC.4	W.9-10.3 RST.9-10.3 W.9-10.5 L.9-10.1 L.9-10.2 WHST.9-10.4 WHST.9-10.5	10.6.1 10.6.2 10.6.3 10.6.5	4

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				WHST.9-10.6 WHST.9-10.8		
3. Identify the primary challenges of meeting/event planners.		CCTC.HT.TT.9 CCTC.HT.2 CCTC.HT.LOD.1 CCTC.HT.REC.9 CCTC.HT.REC.7 CCTC.HT.RFB.3		WHST.9-10.8		1
4. Classify special events.		CCTC.HT.6		WHST.9-10.8	10.1.5	2
5. Recognize and apply time management, multi-tasking, teamwork, and organizational skills.			CCTC.1 CCTC.4 CCTC.8 CCTC.9 CCTC.12			4
6. Demonstrate problem solving and critical thinking skills when planning a meeting or event.			CCTC.8			4
<p><b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)</p> <p><b>FORMATIVE ASSESSMENT_</b> Event Planning Quiz - After a vocabulary activity and a reflective informal writing assignment, the students will take an event planning quiz.</p> <p><b>SUMMATIVE ASSESSMENT_</b> Planned Event - The student can read about the summative assessment, review the rubric provided and begin work on their project.</p> <p><b>SUMMATIVE ASSESSMENT_</b> Planned Event Rubric</p> <p><b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)</b></p>						

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<b>Obj.#</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>
1 3 4	1. INSTRUCTIONAL STRATEGY 1_ Event Planner PowerPoint - Using Direct Instruction, the teacher will present the PowerPoint on Event Planning.
1 3 4	2. INSTRUCTIONAL STRATEGY 2_ Vocabulary Words - Indirect Instruction – The students will fill out the vocabulary worksheet.
5 6	3. INSTRUCTIONAL STRATEGY 3_ Informal Writing - Independent Study – The students will write an informal reflective writing related to their strengths and weaknesses.
1 3 4	4. INSTRUCTIONAL STRATEGY 4_ FORMATIVE ASSESSMENT_ EVENT PLANNING QUIZ - Independent Study – The students will take a quiz on the role of an event planner.
2 5 6	5. INSTRUCTIONAL STRATEGY 5_ SUMMATIVE ASSESSMENT - Independent and Experiential Learning – The student will complete a summative project related to planning a mock-event. This project will test their problem solving and critical thinking skills, while also teaching them the importance and application of time management and multi-tasking skills.
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
1 3 4	1. INSTRUCTIONAL ACTIVITY 1_ Students will view the Event Planning PowerPoint.
1 3 4	2. INSTRUCTIONAL ACTIVITY 2_ Vocabulary Words - The students will fill out the vocabulary worksheet.
5 6	3. INSTRUCTIONAL ACTIVITY 3_ Informal Writing - The students will write an informal, reflective writing related to their strengths and weaknesses.
1 3 4	4. INSTRUCTIONAL ACTIVITY 4_ FORMATIVE ASSESSMENT - The students will take a quiz on the role of an event planner.
2 5	5. INSTRUCTIONAL ACTIVITY 5_ SUMMATIVE ASSESSMENT - The student will complete a summative project related to planning a mock-event. This project will test their problem solving and critical thinking skills, while also teaching them the importance and application of

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6	time management and multi-tasking skills.
<b>UNIT RESOURCES: (include internet addresses for linking)</b>  <b><i>Introduction to Hospitality Management, Sixth Edition, John R. Walker, Prentice Hall, 2012</i></b>   <b>CCSS:</b> <b>Common Core State Standards (CCSS)</b> , accessed May 17, 2013, from <a href="http://www.corestandards.org/">http://www.corestandards.org/</a>  <b>CCTC:</b> <b>Common Career Technical Core (CCTC)</b> , accessed May 17, 2013 from <a href="http://www.careertech.org/career-technical-education/cctc/info.html">http://www.careertech.org/career-technical-education/cctc/info.html</a> (for HT codes)  <b>NSFCSE:</b> <b>National Standards for Family and Consumer Sciences Education:</b> , accessed May 30, 2013 from <a href="http://www.nasafacs.org/national-standards-home.html">http://www.nasafacs.org/national-standards-home.html</a>	