

CONGRESS AND EXHIBITION

1	Course Title:	CONGRESS AND EXHIBITION
2	Course Code:	TSEZ209
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	-
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr.Gör. NAZİFE KÜÇÜKASLAN
15	Course Lecturers:	U.Ü.SBMYO MÜDÜRLÜĞÜNÜN ATADIĞI ÖĞRETİM ELEMANLARI
16	Contact information of the Course Coordinator:	Öğr.Gör.Melih SERENGİL UÜ.SBMYO mserengil@uludag.edu.tr Tel: 2615540/60541
17	Website:	
18	Objective of the Course:	By this course,It's aimed to teach the ability of organizing congress and seminars in Tourism Services Program.
19	Contribution of the Course to Professional Development:	By this course,It's aimed to teach the ability of organizing congress and seminars in Tourism Services Program.
20	Learning Outcomes:	
	1	Understanding types and features of meetings
	2	Undertanding meeting and congress organizers
	3	Explaining the meeting planning and management
	4	Understanding meeting budget planning and budget control
	5	Learning the importance of communication and communication tools in meeting –management.
	6	Explaining Catering and Banquet Services
	7	Interpreting the future of meeting sector and trends
	8	Learning about fair organizations
	9	Analyzing the possible problems and finding out a solution.
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Congress Management at Turkey and the World.	
2	Meeting types and features	
3	Meeting and Convention planners	
4	Company, Association, Union Meetings	

5	Meeting planning and meeting management	
6	Agreements, meeting planning and Budgets Control	
7	Marketing Management at Meeting industry. For the purposes of advertising, promotion and public relations planning meeting	
8	Mid-term Exam and course repetition	
9	Dialog at the Meeting Management	
10	Organizational buyers and factors influencing purchase decisions	
11	Catering and Banquet Services	
12	Fair Organizations	
13	Fair Organizations	
14	The future of the Meeting Industry and meeting trends .	

22	Textbooks, References and/or Other Materials:	1-Kongre Turizmi ve Fuar Organizasyonları-Y.AYMANKUY 2010 Detay Kitapevi ANKARA 2-Kongre ve Toplantı Yönetimi, İge Pınar TAVMERGEN, Ebru Günlü AKSAKAL 3-Celil ÇAKICI, Toplantı Yönetimi, Detay Yayıncılık, Ankara, 2006.
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23	Assesment
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TERM LEARNING ACTIVITIES	NUMBE	WEIGHT		
Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical				
Home work-project	0	0	11	3.00
Practicals/Labs		0	0.00	0.00
Self study and preperation	2	1	0.00	0.00
Homeworks		0	0.00	0.00
Success Grade Projects		0	0.00	0.00
Field Studies		0	0.00	0.00
Mid term exams		1	0.00	20.00
Others		0	0.00	0.00
Course Exams		1	25.00	25.00
Total Work Load				107.00
Total work load/ 30 hr				2.90
ECTS Credit of the Course				3.00

[illegible]

ÖK5	0	0	0	0	3	0	2	0	1	0	0	0	0	0	0	0
ÖK6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0
ÖK8	0	0	2	0	0	0	0	0	0	0	3	0	0	0	0	0
ÖK9	0	0	0	3	0	0	2	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			