

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**

**TOUR 220—Introduction to Event Management**  
**Fall 2009**

DAY/TIME:	<b>Tues. 7:20 – 10:00 pm</b>	LOCATION:	The Engineering Bldg. 1109
PROFESSOR	Brandi Felser, CMP	EMAIL ADDRESS:	bfelser@gmu.edu
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**PREREQUISITES**

None

**COURSE DESCRIPTION**

This course offers an introduction to the planning, marketing, management and evaluation of special events. The course content will explore the theories and practices relevant to successful event planning.

**COURSE OBJECTIVES**

At the completion of this course, you should be able to:

- 1) describe the scope and evolution of events management
- 2) recognize and apply relevant theories to the event management process
- 3) create promotional materials for events
- 4) understand event sponsorship
- 5) set up and analyze a budget and determine pricing for events
- 6) understand and apply appropriate qualitative and quantitative evaluation of events
- 7) effectively apply risk management practices
- 8) understand the role and management of event volunteers
- 9) describe and pinpoint event impacts
- 10) effectively work with clients in the provision of event management services

**COURSE OVERVIEW**

This class will be taught utilizing information from the assigned text as well as articles and other texts deemed appropriate by the Instructor. Before each class, PowerPoint slides will be sent via email (to your GMU account). Be sure to print out a copy of these slides and bring them to class. It is important that you read the assigned text but more important, that you take notes and pay attention to the PowerPoint slides as most of the information has been extracted from the text and included in the slides.

The format of the class is lecture style, although I prefer more class discussion. Ultimately, the format of the class is up to you. If you engage in class discussion, that will mean less lecture. It is my belief that you will get more out of the class the less I speak at you and the more conversation we have. In addition, each class will include a review from the previous week's lecture and class/group discussion based upon topics discussed during each class. We will either discuss these topics as a group or I will split the class into smaller groups with individual problems to solve.

You are required to choose three out of the four items listed in the Assignments section that are weighted at 10% each (see schedule below). It is your responsibility to inform the Instructor in writing by the third class period which assignments you choose to complete.

In addition, you will be asked to give two presentations during the semester. One very informal which will provide the class information on the event your team has chosen for the semester project. The second presentation

is expected to be professional yet creative. (If you are not aware of presentation standards please let the Instructor know.) The second presentation will be judged by a panel of event planners who will select which event they would produce as if they were looking to produce a new event. The event/group selected will receive an “A” for the semester project. As such, it is important that your presentation reflects the utmost professionalism.

Upon completion of this class, it is my goal that you will have practical tools and information that provide you with a foundation for organizing and executing an event. Moreover, that you will begin to look at events more analytically- to foresee challenges that might occur and be able to mitigate them, to see an event from both the planners perspective and the attendees perspective and to be able to merge the two into an event that satisfies both.

### **Class Policies:**

**Attendance** – Regular attendance is essential to your success in TOUR 220. Attendance will be taken at the end of class at each class meeting. Please be aware that arriving late to class is highly distracting. Leaving class early is also distracting. In this case, you should notify your instructor prior to the beginning of class that you will be leaving early. If you plan to miss class please let the instructor know in advance- this could help in your final attendance grade. **You will receive one free absence during the semester. Each absence after that will result in a 15 point reduction of your overall attendance grade (calculated on a 100 point scale). However, three unexcused absences will result in ZERO credit for your total attendance grade. It is your responsibility to sign the sign-in sheet each class session. Once the sign-in roster has been removed, you will not be able sign-in.**

**Assignments** – You must select three items from the assignments list to complete. You must notify the instructor in writing by the third class period which of the three projects you will complete. You cannot change your assignment selection once you have submitted them so be sure to think about which assignment you choose. The due dates of these projects are scattered throughout the semester and posted on the weekly class detail section of the syllabus. Specific details regarding these deliverables are included with the syllabus. Please refer to the submission guidelines for each assignment when completing the project. It is your responsibility to track the assignments you selected and turn them in on the appropriate due dates.

**Assignment Submissions-** All assignments must be turned in via hard copy at the beginning of class on the due date unless prior arrangements have been made with the Instructor. I do, at times, accept submissions via email but these arrangements must be made in advance or must be due to extenuating circumstances. Failure to submit an assignment will result in a “0” grade for that assignment. **Grades for unexcused late submissions will be reduced by 10 points for each day of lateness (weekends included).**

**Event Project and Team Assignments** – You will be divided into teams to complete the semester event project. Your team will complete a series of assignments throughout the semester (see schedule below). Any team assignment that is handed in late will receive a reduction of 10% off the project grade for each day of lateness (Weekends included). Any assignment not turned in at all will result in ZERO credit for that section of the event project. In addition, at the end of the semester, each team member will provide a peer evaluation for all members of their team (including themselves). These peer evaluations will weigh heavily on the final grade you receive for the event project. Therefore, all team members may not receive the same overall grade on the event project. Peer evaluations will be graded based on project participation as stated by your team members. The grades will be distributed based on the average percentage given to you by all team members. Teams are selected by the instructor. Team assignments will be given the second day of class. If you are having issues with your team, it is imperative you discuss this with the Instructor during the semester. This could help when deciding grades based upon peer evaluations.

**Section quizzes-** At the completion of each section discussion, I will give an in-class quiz. Each quiz is worth 20 points. The questions will consist of topics discussed during class, information from the PowerPoint presentations, handouts distributed during class, and material from the textbook. All quiz grades will be

added together to total 100 points. The question format will consist of multiple choice, essay, true/false or a combination.

**Class Participation-** Class participation is not monitored, however, it is strongly encouraged. Your participation will make a difference in the atmosphere of the class. Your participation will certainly make the class more interesting.

**Computer use in the Classroom-** Laptops/computers are not allowed to be used during class time unless you have prior approval from the Instructor.

**Instructor Arrival Policy** – If your instructor is not in the classroom at 7:20 p.m., please wait 20 minutes before leaving.

**Plagiarism-** Plagiarism is unacceptable. The instructor will use the plagiarism software offered by the University to review papers submitted by the students. Please use correct reference guidelines when using outside sources for your assignments. If you are unsure what the guidelines are- please see the Instructor.

Students are held to the standards of the George Mason University Honor Code. You are expected to attend all class sessions, actively participate in class discussions, complete in-class exercises and fulfill all assignments.

### REQUIRED READINGS

Goldblatt, CSEP, Dr. Joe. *Special Events: The Roots and Wings of Celebrations*, 5<sup>th</sup> Edition, (2007). Joe Wiley & Sons, Inc.

Grading Scale										
A	= 94 – 100		B+	= 88 – 89		C+	= 78 – 79		D	= 60 – 69
A-	= 90 – 93		B	= 84 – 87		C	= 74 – 77		F	= 0 – 59
			B-	= 80 – 83		C-	= 70 – 73			

### EVALUATION

This course will be graded on a percent system, with a total of 100 percent.

Assignment	Grade	Weight	Points	Due Date
<b>Section quizzes</b>		<b>10% (.10)</b>		See class schedule
<b>Assignments (Choose three @ 10%)</b>		<b>30% (.30)</b>		
- Site Visit Analysis		10% (.10)		11-10
-Event Critique		10% (.10)		One wk after event
- Issue Review Paper		10% (.10)		10-6
-Event Volunteer		10% (.10)		12-8
<b>Attendance/Participation</b>		<b>10% (.10)</b>		
<b>Event Project</b>		<b>40% (.40)</b>		
- Event Plan and Design		5% (.05)		9-29
- Event Administration		5% (.05)		10-20
- Event Coordination		5% (.05)		11-3
- Event Marketing/Promotion/Sponsorship		5% (.05)		11-17
- Event Evaluation/Impacts		5% (.05)		12-1
-Final Project Submission/Presentation		15% (.15)		12-8
<b>Final Exam</b>		<b>10%</b>		

**TENTATIVE COURSE SCHEDULE**

<i>Date</i>	<i>Topic/Activity</i>	<i>Reading</i>
<i>T 9-1</i>	Syllabus review – Introduction to Special Events	Ch. 1
<i>T 9-8</i>	Event Plan/Design	Ch. 2, Ch. 3 to pg. 302, Ch. 6 pgs. 195-198, Ch. 7 pgs. 237-255
<i>T 9-15</i>	NO CLASS- Instructor Event	
<i>T 9-22</i>	Event Plan/Design  Assignment selection due	Ch. 2, Ch. 3 to pg. 302, Ch. 6 pgs. 195-198, Ch. 7 pgs. 237-255
<i>T 9-29</i>	Event Administration  Quiz- Plan and Design section Event Project- Event Plan/Design section due- Informal presentation	Ch. 3 pgs. 106-111, Ch. 4, Ch. 5
<i>T 10-6</i>	Event Administration  Issue Paper Due	Ch. 3 pgs. 106-111, Ch. 4, Ch. 5
<i>T 10-13</i>	NO CLASS	
<i>T 10-20</i>	Event Coordination  Quiz- Administration section Event Project- Administration section due	Chs. 6, 7, 10, and Ch. 11 pgs. 343-350
<i>T 10-27</i>	Event Coordination	Chs. 6, 7, 10, and Ch. 11 pgs. 343-350
<i>T 11-3</i>	Event Marketing/Sponsorships  Quiz- Coordination section Event Project- Coordination section due	Chs. 8 & 9
<i>T 11-10</i>	Event Marketing/Sponsorships  Site Visit Analysis Due	Chs. 8 & 9
<i>T 11-17</i>	Event Evaluation/Impacts  Quiz- Event Marketing/Sponsorships Event Project- Event Marketing/Sponsorships section due	Ch. 2 pgs. 59-61, Appendix pgs. 479-486
<i>T 11-24</i>	Event Evaluation/Impacts	Ch. 2 pgs. 59-61, Appendix pgs. 479-486
<i>T 12-1</i>	International Events/ Review and Wrap-up  Quiz- Event Evaluation/Impacts section Event Project- Event Evaluation/Impacts section due	
<i>T 12-8</i>	Final Project Submissions and Presentations  Event Volunteer Due	
<i>T 12-15</i>	Final Exam	

*Note: Faculty reserves the right to alter the schedule as necessary.*



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See [www.gmu.edu/student/drc](http://www.gmu.edu/student/drc)]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>

