

GEORGE MASON UNIVERSITY  
**TOUR 220 Introduction to Events Management**  
**Syllabus**  
Summer 2010

Class time & Location: M/T/W/F 9:30 a.m. – 11:45 a.m. Eng. Bldg. 1110

Credits: 3 Hours

Professor: Seungwon “Shawn” Lee, Ph.D.

Office Location: RAC 2109, FX campus

Office Hours: Tuesdays: 12:00 p.m. – 1:30 p.m.,  
(other times by appointment)

Phone Number: (703) 993-1985

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E-mail Address: slz@gmu.edu

Prerequisite: None.

**Recommended Text:**

Special Events: Twenty-First Century Global Event Management. (5th ed.) Goldblatt, J. (2005) Wiley Publication

Festival and Special Event Management (3<sup>rd</sup> ed.) Allen, J. et. al (2005) Wiley Publication

**Description of this course:**

This course offers an introduction to the researching, planning, coordinating, marketing, management and evaluation of special events. The course content will explore the theories and practices relevant to successful event planning for host community residents and tourists.

**Objectives of this course:**

1. To provide a conceptual overview and a systematic study of event programming, management, and marketing, and practical applications.
2. To interpret and apply principles of both business and not-for-profit management to the special needs of event organizations.
3. To foster professionalism in event management, covering the knowledge base, theory, methodologies and ethics.

**Course Organization and Requirements**

The course will operate as student-center seminar. The instructor will provide introductions to the course and on particular topics, and will also present additional substantive material as appropriate. The instructor will also provide readings as needed on reserve and/or selected readings will be made available as “handouts”. Students are also encouraged to find additional readings on the topic in question. Student is expected to have read reading assignments, and prepared to discuss it at the time assigned.

Class attendance and participation are expected from all students. **This will include your full involvement in the question and answer exchanges during class.**

### **Student Evaluation and Grading**

Midterm Exam.....	100
Final Exam.....	100
Group Event Project.....	50
Individual Event Report (50 point each) .....	100
Class attendance.....	50
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<b>Total</b>	<b>450</b>

### **Grading scale:**

450-423 (100%-94%) =A, 422- 405 (93%-90%) = A-,  
404- 392 (89%-87%) =B+, 391- 374 (86%-83%) =B, 376-360 (82%-80%) =B-,  
359-347 (79%-77%) = C+, 346 - 329 (76%-73%) =C, 328-315 (72%-70%) =C-,  
314- 302 (69%-67%) =D+, 301- 284 (66%-63%) =D,  
below 283 (62%) =F.

### **Examinations**

Examinations will cover all aspects of course content, assigned readings, lecture materials and points brought up in the course of class discussion.

Make up exams will not be given, unless a documented physician approved medical condition occurs. Foreseeable conflicts should be discussed with the instructor before the test date.

### **Group Event Project (group work)**

Groups of THREE or FOUR students will present one selected special event to the class. The selected event may come from one of the following categories: Cultural celebrations, Art/Entertainment; Business/Trade; Sport Competitions; Educational and Scientific; Recreational; Political/Sate; Private Events. The group project must cover all the aspects of building a special event. More information will be given in class.

### **Individual Event Report (individual)**

Each student will have to find an event that occurs in Virginia or your preferred location (Festival, meetings, award ceremony, fairs, congresses, political rallies etc...) each student must find a single and distinctive event. The report will be presented to the class. More information will be given in class.

**During the semester, the instructor will also announce event volunteering opportunities that can be used for the individual event report.**

## Attendance

Students are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Students are expected to arrive punctually and remain for the entire class. Each absence will result 2 points deduction (with no limit) from the possible 50 maximum score in attendance unless a documented physician approved medical condition or family emergency occurs.

## Honor Code

The honor code will be strictly enforced in this course. All students are expected to maintain complete honesty and integrity in the completion and presentation of all academic assignments and examinations.

## TENTATIVE COURSE SCHEDULE

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

Week	Class No.	DATE		TOPIC/ACTIVITY	READING (ch.)
1	1	5/17	M	Introduction and syllabus review Events industry overview	
	2	5/18	T	Objectives of event: WHY? Event Mgt. Process (5 steps)	
	3	5/19	W	Design Site/Venue selection	
	4	5/20	TH	Coordination	
2	5	5/24	M	Planning Organizational chart	
	6	5/25	T	Budget	
	7	5/26	W	Logistics	
	8	5/27	TH	<b>Event Lab #1</b>	
3		5/31	M	<b>NO class (Memorial day)</b>	
	9	6/1	W	Marketing PR, Advertising	
	10	6/2	T	<b>Mid-term exam</b>	
	11	6/3	TH	Catering	
4	12	6/7	M	<b>Personal event report presentation</b>	

	13	6/8	T	Event Technology	
	14	6/9	W	Risk management Evaluation	
	15	6/10	TH	Music & entertainment A/V, Lighting	
5	16	6/14	M	HR /Volunteer	
	17	6/15	T	Sponsorship Future of event industry Exam review <b>*Final project due</b>	
	18	6/16	W	Reading day	
	19	6/17	TH	<b>Final exam</b>	

### **ADA statement**

According to the Americans with Disabilities Act, the instructor will make reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the Act, and would like to request accommodation, please see the instructor as soon as possible. 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)]

**Special Event Report (individual)**  
**TOUR 220 Introduction to Events Management**

**Student Name:**

**Name of Event:**

**Date and Location** (needs details of an event location)

**Stakeholders :**

**Objectives:**

**Participants:**

**What makes this event a special event:**

- 1)
- 2)
- 3)

**Add**

- 1) **Pictures (digital) and/or**
- 2) **Video (if recording is permitted on-site)**

**Key to make a great presentation**

\* Describe an event as detail possible.

\*\* Bring materials from the event (brochure, name badge or invitation card etc.)

\*\*\* Include visual materials (People learn the best visually)

## **TOUR 220 Introduction to Events Management**

### **Student Profile**

**Name:**

**Emergency contact**

**Your current residency phone or cell:**

**E-mail:**

**Please answer following questions**

**1. Please list 5 types of event that you can think when you hear the term “event”.**

**1)**

**2)**

**3)**

**4)**

**5)**

**2. What was the most memorable event you ever had or attended?  
And why?**

**3. Why are you taking this course?**

**1)**

**2)**

**3)**