

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR 220: Introduction to Events Management  
Spring 2011

DAY/TIME: M 1:30-4:15 p.m. LOCATION: FAB B108  
INSTRUCTOR: Dedra Faine, MTA EMAIL ADDRESS: dfaine@gmu.edu  
OFFICE HOURS: By appointment

PREREQUISITES:  
None

#### BLACKBOARD

You can log in at <https://courses.gmu.edu> to obtain postings. Please check blackboard prior to each class meeting to print out any handouts needed for class.

#### 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 for host community residents and tourists.

#### 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

1. **Attendance** – Regular attendance is essential to your success in TOUR 220. Attendance will be taken at the beginning of class. **Please be aware that arriving late to class is highly distracting.** Be sure to let your instructor know, after class, if you came in late so that you will not be counted as absent. 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.
2. **Homework/In-class Assignments** – Throughout the semester, you will regularly have homework and in-class assignments. In addition to your textbook, you may be assigned journal articles to read. No homework or in-class assignment will be accepted late; no homework or in-class assignment can be made up. If you are absent from class, it is your responsibility to find out what homework was assigned.
3. **Event Team Assignments** – Your event team will complete a series of assignments throughout the semester. Any team assignment that is handed in late will receive half credit.

4. **Peer Evaluations** – You will complete peer evaluations pertaining to the event project. Any team member who receives consistently low peer evaluations may lose up to 100 points (no credit) on the final project and final project presentation. Your instructor will determine deduction amounts, if any, based on the team feedback.
5. **Midterm and Final Exams** – The midterm and final exams must be completed on the scheduled dates. Only documented absences will be considered for make-up exams.
6. **Instructor Arrival Policy** – If your instructor is not in the classroom at 7:20 p.m., please wait 20 minutes before leaving.

#### REQUIRED READINGS

Goldblatt, J. (2008). *Special events: the roots and wings of celebration*. Hoboken, New Jersey: John Wiley & Sons, Inc.

#### EVALUATION

This course will be graded on a point system, with a total of 1000 possible points.

Assignment	Grade	Weight	Points	Due Date
Events Around the World Presentation		10% (.10)	100	2/7
Event Plan and Design		10% (.10)	100	3/1
Site Visit Analysis		10% (.10)	100	3/7
Final Project & Begin Project Presentations		20% (.20)	200	4/26
Project Presentations (Continued)		5% (.05)	50	5/2
In-class Assignments, Quiz, Homework and Attendance		15% (.15)	150	as assigned
Midterm		15% (.15)	150	3/7
Final		15% (.15)	150	5/16
<b>Total</b>		100%	1000	

**Note:**  
Your percentage scores on each of your assignments will be weighted to reflect the above grading system. You can use the table above to help you keep track of your grades.

To earn an:	Total points you must earn:
A+	970 to 1000
A	940 to 969
A-	900 to 939
B+	870 to 899
B	840 to 869
B-	800 to 839
C+	770 to 799
C	740 to 769
C-	700 to 739
D	600 to 699
F	599 or lower

## Grading Scale

A = 94 – 100  
A- = 90 – 93

B+ = 88 – 89  
B = 84 – 87  
B- = 80 – 83

C+ = 78 – 79  
C = 74 – 77  
C- = 70 – 73

D = 60 – 69  
F = 0 – 59

## TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	January	24	Intro. to Special Events	Group Assignments
M	January	31	Special Events & Leadership, Global Event Leadership Models/ Event Planning	Chapters 1, 2, 3
M	February	7	Event Planning/ Human Resource Management/Time Management	Chapters 3, 4 <b>Events Around the World Presentation Due</b>
M	February	14	Event Marketing/Sponsorship	Chapters 8, 9
M	February	21	On-site Event Production/Logistics/Staging	Chapter 7
M	February	28	Budget/Financial Administration	Chapter 5 <b>Event Plan &amp; Design Due</b>
M	March	7	<b>Mid-term</b>	<b>Site Visit Analysis Due</b>
M	March	14	<b>Spring Break (no-class)</b>	
M	March	21	Vendor Contracts/Event Entertainment	Chapter 6
M	March	28	Legal, Ethical & Risk Management	Chapters 10, 11 <b>Marketing &amp; Sponsorship Draft Due</b>
M	April	4	Event Evaluation	
M	April	11	Event Impacts/ADA Compliance	
M	April	18	Technology/Career Development	Chapters 12, 13 – No Lecture
M	April	25	<b>Group Presentations</b>	<b>Final Projects Due</b>
M	May	2	<b>Group Presentations</b>	<b>Final Projects Due</b>
M	May	16	<b>Final Exam, 1:30 – 4:15 p.m.</b>	Final Exam

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

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### *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

### *Campus Resources*

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].

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