

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 220: Introduction to Events Management (3)
Fall 2011

DAY/TIME: M 7:20-10:00 p.m. LOCATION:
Robinson A 106
INSTRUCTOR: Tina Jones EMAIL ADDRESS: tjonesq@gmu.edu
OFFICE HOURS: By appointment

PREREQUISITES:
None

COURSE DESCRIPTION

Explores principles and practices of managing medium- and large scale events including festivals, conventions, concerts, shows, sporting events, and ceremonies. Emphasizes organization, site preparation, communications, personnel, and security as well as evaluation and innovation.

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 POSTINGS

Our class will be part of a program that uses Blackboard LMS, called **Bb Learn 9.1 (Bb 9.1)** where you will be able to obtain course postings. Please check Bb before each class.

COURSE OVERVIEW

1. **Attendance** – Regular attendance is essential to your success in TOUR 220. Attendance will be taken at the beginning of class and after break each class meeting. **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 or additional material 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. **Team Assignments** – Any team assignment that is handed in late will receive half credit.

4. **Instructor Arrival Policy** – If your instructor is not in the classroom at 7:20 p.m., please wait 20 minutes before leaving.
5. **Midterm and Final Exams** – The midterm and final exams must be completed on the scheduled dates.

REQUIRED READINGS

Goldblatt, J. (2011). *Special events: A New Generation and the Next Frontier*, 6th Edition. 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	as assigned
Site Visit Analysis		5% (.05)	50	11/7
Event Plan and Design		10% (.10)	100	10/11
Final Project		20% (.20)	200	12/5
Project Presentation		10% (.10)	100	11/28 & 12/5
In-class Assignments, Homework and Attendance		15% (.15)	150	as assigned
Midterm		15% (.15)	150	10/17
Final		15% (.15)	150	12/19
Total		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	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	

TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	August	29	Intro. to Special Events & Event Planning	Chapter 1
M	September	5	Labor Day – No Class	
M	September	12	Global Planned Event Models/ Event Planning	Chapters 2, 3
M	September	19	Event Planning/ Human Resource Management/Time Management	Chapters 3, 4
M	September	26	Event Marketing/Sponsorship	Chapters 9, 10
M	October	3	On-site Event Production/Logistics/Staging	Chapter 8
T	October	11	Budget/Financial Administration	Chapter 5 Event Plan & Design Due
M	October	17	Greener Events, Midterm Exam	Chapter 6
M	October	24	Vendor Contracts/Event Entertainment	Chapter 7 Marketing & Sponsorship Draft Due
M	October	31	Site Visit – Class does not meet	Chapters 11,12
M	November	7	Legal, Ethical & Risk Management and Corporate Social Responsibility	Chapter 11, 12, 13 Site Visit Analysis Due
M	November	14	Event Evaluation and Event Impacts	
M	November	21	ADA Compliance	Budget Draft Due
M	November	28	Group Presentations Technology/Career Development	Chapters 14, 15
M	December	5	Group Presentations	Final Projects Due
M	December	19	Final Exam, 7:30	

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

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/>].

