

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR 220: Introduction to Events Management (3)  
Spring 2012

DAY/TIME: W 7:20-10:00 p.m. LOCATION: Robinson Hall B111  
INSTRUCTOR: Tina Jones EMAIL ADDRESS: [tjonesq@gmu.edu](mailto: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.

**NATURE OF COURSE DELIVERY**

Face to face

**REQUIRED READINGS**

Goldblatt, J. (2011). *Special events: A New Generation and the Next Frontier*, 6<sup>th</sup> 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.

<b>Assignment</b>	<b>Grade</b>	<b>Weight</b>	<b>Points</b>	<b>Due Date</b>
Events Around the World Presentation		10% (.10)	100	as assigned
Site Visit Analysis		5% (.05)	50	2/22
Event Plan and Design		10% (.10)	100	2/29
Final Project		20% (.20)	200	5/2
Project Presentation		10% (.10)	100	4/25 & 5/2
In-class Assignments, Homework and Attendance		15% (.15)	150	as assigned
Midterm		15% (.15)	150	3/7
Final		15% (.15)	150	5/9
<b>Total</b>		<b>100%</b>	<b>1000</b>	

**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.

<b>To earn an:</b>	<b>Total points you must earn:</b>
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
W	January	25	Intro. to Special Events & Event Planning	Chapter 1
W	February	1	Global Planned Event Models/ Event Planning	Chapters 2, 3
W	February	8	Developing the Event Plan/ Human Resource Management	Chapters 3, 4
W	February	15	Event Marketing/Sponsorship	Chapters 9, 10
W	February	22	Budget/Financial Administration	Chapter 5, <b>Site Visit Analysis Due</b>
W	February	29	On-site Event Production	Chapter 8 <b>Event Plan &amp; Design Due</b>
W	March	7	<b>Midterm Exam</b> , Greener Events	Chapter 6
W	March	14	<b>Spring Break - No Class</b>	
W	March	21	Contracting & Vendors	Chapter 7 <b>Marketing &amp; Sponsorship Draft Due</b>
W	March	28	Event Entertainment/Risk Management	Chapters 11,12
W	April	4	Legal, Ethical & Risk Management/Corporate Social Responsibility	Chapters 11, 12, 13
W	April	11	Event Evaluation and Event Impacts	
W	April	18	ADA Compliance	<b>Budget Draft Due</b>
W	April	25	<b>Group Presentations</b> Technology/Career Development	Chapters 14, 15
W	May	2	<b>Group Presentations</b>	<b>Final Project Due</b>
W	May	9	<b>Final Exam, 7:30</b>	

*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>].

**CORE VALUES COMMITMENT:** The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

