

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 220: Introduction to Events Management (3)
Spring 2013

DAY/TIME: W 7:20-10:00 p.m. LOCATION:
University Hall 1201
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. Be sure to let your instructor know, after class, if you came in late so that you will not be counted as absent.
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 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. **Event Team Project Assignments** – Each student will be working in small groups of 3-5 students to complete 2 major event projects and a final presentation. 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*, 6th Edition. Hoboken, New Jersey: John Wiley & Sons, Inc.

EVALUATION

Assignment	Grade	Weight	Due Date
Events Around the World Presentation		10% (.10)	as assigned
Site Visit Analysis		5% (.05)	2/20
Event Plan and Design		10% (.10)	2/27
Final Project		20% (.20)	5/1
Project Presentation		10% (.10)	4/24 & 5/1
In-class Assignments, Homework and Attendance		15% (.15)	as assigned
Midterm		15% (.15)	3/6
Final		15% (.15)	5/8
Total		100%	

Grading Scale

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 - 96	B = 84 – 86	C = 74 – 76	F = 0 - 59
A- = 90 - 93	B- = 80 – 83	C- = 70 - 73	

TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS/ASSIGNMENT DUE
W	January	23	Intro. to Special Events & Event Planning	Chapter 1
W	January	30	Global Planned Event Models/Event Planning	Chapters 2, 3
W	February	6	Event Planning and Design/ HR Management/ <u>Volunteer Coordination</u>	Chapters 3, 4
W	February	13	Event Marketing/Sponsorship	Chapters 9, 10

DATE			TOPIC	READINGS/ASSIGNMENT DUE
W	February	20	On-site Event Production/Logistics/Staging	Chapter 8 Site Analysis Due
W	February	27	Budget/Financial Administration	Chapter 5 Event Plan & Design Due
W	March	6	Midterm Exam , Greener Events	Chapter 6
W	March	13	Spring Break – No class	
W	March	20	Vendor Contracts	Chapter 7
W	March	27	Catering/Entertainment	Chapters 7 Marketing & Sponsorship Draft Due
W	April	3	Legal, Ethical & Risk Management	Chapter 11, 12
W	April	10	Event Evaluation/Event Impacts	
W	April	17	ADA Compliance/Corporate Social Responsibility	Budget Draft Due
W	April	24	Technology/Career Development/ Group Presentations	Chapters 13, 14, 15
W	May	1	Group Presentations	Final Project Due
W	May	8	Final Exam, 7:30 – 10:15 p.m.	

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.

