

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 220/002: Introduction to Events Management
Spring 2013

DAY/TIME: W 4:30 p.m. – 7:10 p.m. LOCATION: ART & DESIGN BLDG
2003

INSTRUCTOR: Dedra Faine EMAIL ADDRESS: dfaine@gmu.edu

OFFICE HOURS: By appointment

PREREQUISITES:
None

BLACKBOARD
COURSE POSTINGS:

Our class uses Blackboard, Version 9.1 (Bb 9.1). Log in at <https://mymasonportal.gmu.edu/>. Please check Blackboard prior to each class meeting to print out any handouts needed for class. Also, periodically, announcements will be posted in Blackboard.

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. In-class assignments will not be accepted if you are not present on the day of the assignment. 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. Your ability to work as a productive team during group assignments will be reflected in your grade.
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 4:30 p.m., please wait 20 minutes before leaving.

REQUIRED READINGS

Goldblatt, J. (2011). *Special events: A New Generation and the Next Frontier*. (Sixth Addition). 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 Students will research an event that is outside of the United States. A five minute presentation will be required. | | 10% (.10) | 100 | 2/13 |
| Event Plan & Design This is the first assignment for the final group project. Groups will research required topics to create the blueprint for the final project and presentation. | | 10% (.10) | 100 | 2/20 |
| Site Visit Analysis Students are required to visit an event site and do a written presentation. | | 10% (.10) | 100 | 3/27 |
| Final Project A final group project based on an event will cover the five phases of event management from start to finish. | | 20% (.20) | 200 | 5/1 |
| Final Project Presentation | | 5% (.05) | 50 | As assigned |
| In-class Assignments, Homework and Attendance | | 15% (.15) | 150 | As assigned |
| Midterm | | 15% (.15) | 150 | 3/6 |
| Final | | 15% (.15) | 150 | 5/8 |
| 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+ = 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 | Introduction to Special Events Class | Bring Your Book To Class! |
| W | January | 30 | Intro. To Special Events & Event Leadership | Chapter 1, Group Assignments Due |
| W | February | 6 | Global Event Leadership Models/Event Planning | Chapters 2, 3 |
| W | February | 13 | Human Resource Management/Time Management | Chapter 4 Events Around the World Presentation Due |
| W | February | 20 | Event Production, Advertising, Public Relations, Promotions & Sponsorships | Event Plan & Design Due Chapter 8, 9 |
| W | February | 27 | Budget, Financial | Chapters 5 ; Mid-term Review |
| W | March | 6 | Mid-Term | |
| W | March | 13 | Spring Break | |
| W | March | 20 | Greener Events & Corporate Social Responsibility | Chapters 6, 13 |
| W | March | 27 | Managing Vendor Contracts, Event Evaluation | Site Visit Analysis Due, Chapters 7 |

| DATE | | | TOPIC | READINGS/ASSIGNMENT DUE |
|------|-------|----|--|---|
| W | April | 3 | Legal, Ethical & Risk Management | Chapters 11 |
| W | April | 10 | Event Impacts/ADA Compliance | Group Meetings |
| W | April | 17 | Group Presentations | Groups as assigned |
| W | April | 24 | Group Presentations | Groups as assigned |
| W | May | 1 | Group Presentations & Final Exam Review | Groups Selected & ALL Final Projects Due |
| W | May | 8 | Final Exam, 4:30 – 7:30 p.m. | |

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>].
- 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.

