

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

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

DAY/TIME: W/F 9:00-10:15 am LOCATION: Krug Hall 242
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. **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. **Instructor Arrival Policy** – If your instructor is not in the classroom at 9:00 a.m. please wait 20 minutes before leaving.
6. **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

Silvers, Julia Rutherford (2012) Professional Event Coordination, 2nd 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)	9/27
Event Plan and Design		10% (.10)	10/4
Final Project		20% (.20)	12/6
Project Presentation		10% (.10)	12/4 & 12/6 as assigned
In-class Assignments, Homework and Attendance		15% (.15)	as assigned
Midterm		15% (.15)	10/11
Final		15% (.15)	12/11
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	August	28	Introduction to Special Events	
F	August	30	Role & Scope of Event Coordination	Chapter 1
W	September	4	Creating an Event Plan	Chapter 2
F	September	6	Developing the Event Site	Chapter 3
W	September	11	Event Infrastructure	Chapter 4
F	September	13	Event Marketing	Chapter 5
W	September	18	Accommodating the Audience	Chapter 5 Events Around the World Presentations begin
F	September	20	Event Environment and Themes	Chapter 6
W	September	25	Event Sponsorship	Course Postings
F	September	27	Event Production	Chapter 7 Site Analysis Due
W	October	2	Staging/Entertainment & Speakers	Chapter 8
F	October	4	Budget/Financial Administration	Event Plan & Design Due
W	October	11	Midterm Exam	
F	October	13	Ancillary Programs	Chapter 9
W	October	16	Food & Beverage Operations	Chapter 10
F	October	18	Risk Management/Safe Operations	Chapters 12
W	October	23	Working with Event Vendors	Chapter 13
F	October	25	Contracts	Course Postings
W	October	30	Volunteers and HR Management	Chapter 13 Marketing & Sponsorship Draft Due
F	November	1	Knowledge Management	Chapter 14
W	November	6	Event Surveys/Event Evaluation	Course Postings
F	November	8	Event Impacts	Course Postings
W	November	13	Patriot Center Tour/Presentation	
F	November	15	Sustainable Success	Chapter 15
W	November	20	Planning Events for Persons with Disabilities	Budget Draft Due
F	November	22	Event Amenities & Awards	Chapter 11
W	November	27	No Class – Thanksgiving Break	

DATE			TOPIC	READINGS/ASSIGNMENT DUE
F	November	29	No Class – Thanksgiving Break	
W	December	4	Group Presentations	
F	December	6	Group Presentations	Final Project Due
W	December	11	Final Exam, 8:30 a.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.

