

George Mason University
School of Recreation, Health and Tourism

TOUR 220 – Introduction to Events Management (3)
Spring 2014

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PREREQUISITES

None

NATURE OF COURSE DELIVERY

This is an online course.

COURSE POSTINGS

All course materials will be managed through Blackboard, which can be accessed through <https://mymasonportal.gmu.edu/>

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 OVERVIEW

Instructional techniques include directed readings, an on-site event venue analysis, short assignments, blogs, peer leader blog assignments, an event plan and design, a comprehensive final project, a midterm and a final examination.

REQUIRED TEXT

Silvers, Julia Rutherford (2012) Professional Event Coordination, 2nd Edition, Hoboken, New Jersey: John Wiley & Sons, Inc.

TOUR 220 TENTATIVE SCHEDULE

Week	Topic / Activity	Readings
Week 1 1/21 – 1/23	Role and Scope of Event Coordination Special events assignment due Thursday, 1/23 by 11pm Student information sheet due Thursday, 1/23 by 11pm Directed reading assignment due Thursday, 1/23 by 11pm Blog comments due Thursday, 1/23 by 11pm	Chapter 1
Week 2 1/27 – 1/30	Creating the Event Plan Goals & objectives assignment due Thursday, 1/30 by 11pm Directed reading assignment due Thursday, 1/30 by 11pm Blog comments due Thursday, 1/30 by 11pm	Chapter 2
Week 3 2/3 – 2/6	Developing the Event Site Peer leader approval due Monday, 2/3 by 9am Directed reading assignment due Thursday, 2/6 by 11pm Blog comments due Thursday, 2/6 by 11pm	Chapter 3
Week 4 2/10 – 2/13	Providing the Event Infrastructure Peer leader approval due Monday, 2/10 by 9am Directed reading assignment due Thursday, 2/13 by 11pm Blog comments due Thursday, 2/13 by 11pm	Chapter 4
Week 5 2/17 – 2/20	Coordinating the Environment Peer leader approval due Monday, 2/17 by 9am Directed reading assignment due Thursday, 2/20 by 11pm Blog comments due Thursday, 2/20 by 11pm	Chapter 6
Week 6 2/24 – 3/1	Accommodating the Audience Peer leader approval due Monday, 2/24 by 9am Marketing Assignment due Thursday, 2/27 by 11pm Directed reading assignment due Thursday, 2/27 by 11pm Blog comments due Thursday, 2/27 by 11pm Event Plan and Design due Saturday, 3/1 by 11pm	Chapter 5
Week 7 3/3 – 3/7	Fundamentals of the Production Peer leader approval due Monday, 3/3 by 9am Directed reading assignment due Thursday, 3/6 by 11pm Blog comments due Thursday, 3/6 by 11pm Peer evaluation due Thursday, 3/6 by 11pm Midterm exam (Chapters 1-7) 3/4 – 3/7	Chapter 7

Week 8 3/17 – 3/20	Staging an Engaging Experience Event Budgets Peer leader approval due Monday, 3/17 by 9am Budget assignment due Thursday, 3/20 by 11pm Directed reading assignment due Thursday, 3/20 by 11pm Blog comments due Thursday, 3/20 by 11pm	Chapter 8 Course Postings
Week 9 3/24 – 3/27	Ancillary Programs Event Sponsorship Peer leader approval due Monday, 3/24 by 9am Sponsorship assignment due Thursday, 3/27 by 11pm Directed reading assignment due Thursday, 3/27 by 11pm Blog comments due Thursday, 3/27 by 11pm	Chapter 9
Week 10 3/31 – 4/5	Food and Beverage Operations Peer leader approval due Monday, 3/31 by am Directed reading assignment due Thursday, 4/3 by 11pm Blog comments due Thursday, 4/3 by 11pm Site Visit Analysis due Saturday, 4/5 by 11pm	Chapter 10
Week 11 4/7 – 4/10	Safe Operations/Risk Management Peer leader approval due Monday, 4/7 by 9am Directed reading assignment due Thursday, 4/10 by 11pm Blog comments due Thursday, 4/10 by 11pm	Chapter 12
Week 12 4/14 – 4/17	Vendors & Volunteers Event Impacts Peer leader approval due Monday, 4/14 by 9am Event Impacts assignment due Thursday, 4/17 by 11pm Directed reading assignment due Thursday, 4/17 by 11pm Blog comments due Thursday, 4/17 by 11pm	Chapter 13 Course Postings
Week 13 4/21 – 4/24	Knowledge Management/Event Evaluation Making Event Memories Peer leader approval due Monday, 4/21 by 9am Event Survey Assignment due Thursday, 4/24 by 11pm Directed reading assignment due Thursday, 4/24 by 11pm Blog comments due Thursday, 4/24 by 11pm	Chapter 14 Chapter 11
Week 14 4/28 – 5/3	Sustainable Success Directed reading assignment due Thursday, 5/1 by 11pm Blog comments due Thursday, 5/1 by 11pm Final Project due Saturday, 5/3 by 11pm	Chapter 15
Week 15 Finals	Peer evaluation phase II due Thursday, 5/8 by 11pm Final Exam (Chapters 8-15) 5/7 – 5/9	

Evaluation

Assignment	Weight
Site Visit Analysis – <i>Students will be required to tour an event venue of their choice, have a meeting with the venue staff to learn more about the facility and events held there and prepare a written analysis which will include an introduction, descriptions of the venue and it’s amenities, listing of events that are held at the venue, a discussion of the advantages and challenges of the venue and a summary/conclusion.</i>	10% (.10)
Event Plan and Design - <i>Students will work in small teams to create an event plan. This will start the thought process regarding what will ultimately be a much larger final project. This project will include discussions of the SWOT analysis, goals and objectives, event title, time and date, theme, target audience, timeline, venue and human resources/volunteer support.</i>	10% (.10)
Peer Leader Assignment - <i>Each student will be assigned a specific topic to lead the blog discussions. Students will research an engaging piece of media that relates to the topic, develop questions for the class that stimulate discussion and comment on all blog posts.</i>	10% (.10)
Final Project – <i>Each team will complete a comprehensive final event project in which they will design and plan an event from start to finish. Major components of the final project will include the updated event plan, marketing materials, a detailed budget, specific activities for the event program, greener event initiatives, a floor plan/site layout, event impacts, a risk management plan, a production schedule, a sponsorship proposal and a post-event survey.</i>	20% (.20)
Blogs/DRA’s/Short Assignments – <i>Students will participate in weekly blogs, complete directed reading assignments and short assignments on a weekly basis. These blogs and assignments must be turned in on time in order to receive credit. Late blog comments, DRA’s and short assignments will not receive any credit.</i>	25% (.25)
Midterm	10% (.10)
Final	15% (.15)
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	

TOUR 220 CLASS POLICIES

- Site Visit Analysis** – Each student will be required to tour an event venue (non-GMU) of their choice and prepare a site visit analysis paper. Students may go on tours together or in groups but each student must submit an individual analysis paper. This assignment will receive up to a 20 point deduction for each day the assignment is late. After one week past the due date, the site analysis will not be accepted and you will receive no credit.
- Online Participation, Blog Comments and Professionalism** – Ongoing, timely and professional online communication skills are essential to your success in Introduction to Events Management. Comments that are posted past the weekly due date will not receive credit. Inappropriate or unprofessional comments will not receive credit. For all blog assignments, you are required to comment on at least two of the postings made by your classmates. When you are the blog peer leader, you are required to comment on all initial comments made by your classmates.

3. **Directed Readings, Blog Assignments and Other Short Assignments** – Throughout the semester, you will regularly have directed readings, blog assignments and other short assignments. None of these assignments will be accepted late, nor can they be made up. Your lowest directed reading, blog assignment or short assignment grade will be dropped.
4. **Peer Leader Assignment** – For one course topic, you will be the peer leader. Your materials should be submitted to your instructor no later than 9:00 a.m. on the Monday prior to the week that your discussion topic will be posted for comment. You will receive up to a 20 point deduction for each day the assignment is late. After five days past your assignment due date, this assignment will not be accepted and you will receive no credit. You will be required to comment on each of your classmates' posts when you are the peer leader.
5. **Event Project Group Assignments** – Your group will be completing a project design and final project. These assignments will receive up to a 20 point deduction for each day the assignment is late. After one week past the due date, event project assignments will not be accepted and you will receive no credit.
6. **Peer Evaluations** – At two points during the semester, you will complete peer evaluations as pertaining to the group event project assignments. Any team member who receives consistently low peer evaluations may lose up to 100 points (no credit) on the final project. Your instructor will determine deduction amounts, if any, based on the team feedback.
7. **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.

ADDITIONAL RHT AND GMU POLICIES

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 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.

