

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

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

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|---------------|---|----------------|--|
| DAY/TIME: | Thursday 7:20-10:00pm | LOCATION: | Recreation/Athletic Complex 2203 |
| INSTRUCTOR: | Lauren Long | EMAIL ADDRESS: | llong3@gmu.edu |
| OFFICE HOURS: | By appointment | PHONE NUMBER: | 703.993.9176 |
| | Office of Student Involvement, The Hub Rm. 2300 | FAX NUMBER: | 703.993.4566 |

PREREQUISITES/COREQUISITES

TOUR220 and PRLS 310. This is a **MUST** condition. Prerequisite enforced by registration system. If you do not meet the prerequisite requirement, the professor will (has to) drop you from this course.

COURSE DESCRIPTION

Analyzes meetings, incentives, conventions, and exhibitions with respect to business environment and structure, industry suppliers, site and facility selection, human resource management, legal and financial issues, marketing and promotion, and event organization

COURSE OBJECTIVES

1. This course is designed to provide students with an understanding of the meetings industry.
2. This course is designed to provide students with technical/professional skills required to properly execute and manage meetings, conference, exhibition, and conventions.
3. This course is designed to enable students to apply knowledge and techniques to real world situations.

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. **Cell/smart phones and laptops policy:** Cell phones must be turned off or silenced during class. Laptops, tablets and iPads are permitted but for the sole use of taking notes for the class. If a student is found playing games or on other sites not related to the course, that student will not longer be permitted to utilize electronic note taking for the course.
2. **Attendance** – Each absence that is not excused by a professor in advance will reduce 10 points from your attendance score of 50. If a student misses more than 5 classes (50 points deduction), additional 10 points per each additional absence will be deducted from the final score of course without limit. The definition of “full attendance” is attending an entire class (4:30pm ~ 7:10 pm). A full credit of attendance will only be given to those students who attend the full class. Attendance check will be done at the beginning of classes and after a class break if necessary (if there is any change in the number of students attending second part of class after a break).- Excuses to miss class will be considered only when family or health emergency occurs and only that is documented.- Leaving class early due to a special occasion should be notified to your instructor prior to the beginning of classes. Attendance credit will be given based on the length of hours stayed in a class. Leaving class to study for another class is not an excused absence. It will be the student’s responsibility to sign in on attendance

sheets for each class. Be sure to let your instructors know, during a break, if you came in late so that you will not be counted as absent.

Specific rule on group project

There are multiple occasions that the class is given a group project time during the class hours- this is counted as a class and all students should remain in the classroom and attend. If failed to do so it will result in deduction of attendance credit.

PROFESSIONAL ASSOCIATION STANDARDS

Upon completion of this course, students will meet the following professional accreditation standards:

1. CVENT: Supplier Network Certificate

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 7:20 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

| Assignment | Points | Due Date |
|--|-----------|-------------------------|
| Attendance | 50 | Each Class |
| Midterm | 100 | October 2 |
| Final Team Project Oral Presentation | 50 | November 20 |
| Final Team Project Portfolio | 100 | December 4 |
| Final Exam | 100 | December 11 |
| * Extra Credit (Meeting attendance and a report) | 20 | Throughout the semester |
| Total | 400 (420) | |

All written work must be typed, double spaced, 12pt, Times New Roman font.

Final Team Project

Students will form a group of 4 students and develop a meeting planning portfolio based on the provided scenario.

Portfolio

Each team will develop a meeting portfolio according to specifications provided by the professor. Each team will also present their work to the class with Power Point slide. Details will be discussed in the class at the beginning of semester.

Oral Presentation

Each team will be given 15 minutes (including Q&A) to present their final project. Detailed grading matrix will

be given later of this semester.

Examinations

Examinations in class will include a midterm and final and they will be conducted on the scheduled date only.

Notes: *Make up examinations will be conducted **ONLY** if the instructor grants prior permission or student has a written doctor's note. Make up exam will be an essay type.

Extra Credit

A student can earn extra credit of 20 (one time) by attending professionally organized meeting or convention. It has to be accompanied with a report including a summary of the meeting/convention and evidence of attendance (name badge, program, registration confirmation etc.) The report should include learning outcome from the view of meeting/convention management not from the aspect of an attendee. Details will be discussed during the class.

Grade scale (Percent of Total Point)

376 - 400 (94%-100%) A
360- 375 (90%-93.9%) A-
352 -359 (88%-89.9%) B+
336- 351 (84%-87.9%) B
320- 335 (80%-83.9%) B-
312- 319 (78%-79.9%) C+
296- 311 (74%-77.9%) C
280 -295 (70%-73.9%) C-
240- 279 (60%- 69.9%) D

TENTATIVE COURSE SCHEDULE

| WK | DATE | | TOPIC/ACTIVITY | DUE |
|----|-----------|----|---|--|
| 1 | August | 28 | Introduction to Meetings and Conventions Syllabus Review | |
| 2 | September | 4 | Meetings: Components & Types Strategic Planning: Setting goals and objectives Final Project review/team member selection | |
| 3 | September | 11 | Meeting/Event Design: Meeting profile Stakeholder Management: Understanding the Attendee #1 team work day | Team Project Section 1 - Strategic Plan Draft due |
| 4 | September | 18 | Project Management: EMBOK, Communication Matrix Meeting/Event Design: Program Content | |
| 5 | September | 25 | Financial Management: Budgets *Guest Speaker Midterm review/ #3 team work day | |
| 6 | October | 2 | Meeting/Event Design: Food & Beverage MIDTERM EXAM | |
| 7 | October | 9 | Site Management: Registration/Site selection *Guest speaker | Team Project Section 2 - Meeting Design P1 & 2 Draft due |
| 8 | October | 16 | Careers in Conference Services: Types of Venues, Infrastructure and Human Resources | |
| 9 | October | 23 | Site Management: Logistics, Function rooms and set-ups MeetingMatrix: hands-on practice | |
| 10 | October | 30 | Meeting industry associations and career *Guest Speakers | Team Project Section 4 - Site Management P1 & 2 |
| 11 | November | 6 | Risk Management/On-site Management *Guest Speaker | |
| 12 | November | 13 | Online MM training TBD | |
| 13 | November | 20 | Final Project Oral Presentations | |

GMU Policies
Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- 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/policies/responsible-use-of-computing/>].
- 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.

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/>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

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|----|----------|----|-------------------------------|-------------------------------|
| 14 | November | 27 | NO CLASS - THANKSGIVING BREAK | |
| 15 | December | 4 | Review/ Questions | Final Project Portfolios due. |
| 16 | December | 11 | FINAL EXAM: 7:30-10:15pm | |

Note: Faculty reserves the right to alter the schedule as necessary.

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.

