

George Mason University  
College of Education and Human Development  
Tourism and Events Management

TOUR 220.DL2 – Introduction to Events Management  
3 Credits, Spring 2017  
Online

**Faculty**

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**Prerequisites/Corequisites**

None

**University Catalog 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 Overview**

Instructional techniques include directed readings, blog comments, peer leader blog assignments, a site visit analysis & interview, events around the world project, a midterm and a final examination.

**Course Delivery Method**

This course will be delivered online (76% or more) using an asynchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on or before Monday, January 23, 2017 at 9:00 a.m.

**Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.**

### *Technical Requirements*

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
  - [Adobe Acrobat Reader: <https://get.adobe.com/reader/>]
  - [Windows Media Player: <https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>]
  - [Apple Quick Time Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)]

### *Expectations*

- Course Week: Because asynchronous courses do not have a "fixed" meeting day, our week will start on Monday, and finish on Saturday.
- Log-in Frequency: Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 3 times per week.
- Participation: Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence: Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues: Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- Workload: Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support: Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason

campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.

- Netiquette: The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- Accommodations: Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

## **Learner Outcomes**

This course is designed to enable students to do the following:

- 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

## **Required Texts**

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

## **Course Performance Evaluation**

Students are expected to submit all assignments on time in the manner outlined by the instructor.

## **Assignments and Examinations**

**Site Visit Analysis** – *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 its amenities, listing of events that are held at the venue, a discussion of the advantages and challenges of the venue and a summary/conclusion.*

**Peer Leader Assignment** – *Students will work in pairs to lead the Blog discussion for one of the*

chapters/topics. Students will research two engaging pieces of media that relate to the chapter, develop questions for the class that stimulate discussion and write a post-comment analysis.

**Events Around the World Project** – Each student will research a special event that takes place outside of the United States and put together a power point presentation to inform the class about the event. All event topics must be pre-approved by your instructor.

**Blogs/DRA's/Short Assignments** – 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.

**Midterm Exam** – covers course work from week 1 through week 7

**Final Exam** – covers course work from week 8 through week 15

- **Other Requirements**

Students are required to work together with their assigned partner for the peer leader blog assignment. Individual peer leader blog assignments will not be accepted. Students are expected to log in to the course throughout the week and participate in posting and reading weekly blog posts.

## **Other Requirements**

**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.

**Peer Leader Assignment** – For one course topic, you and a classmate will be the peer leaders. **Your materials should be submitted to your instructor through Blackboard no later than 11:00 p.m. on the Monday prior to the week that your discussion topic will be posted for comment.** You will receive up to a 15-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.

**Events Around the World Assignment and Site Visit Analysis** – These two separate assignments will receive up to a 20-point deduction for each day the assignments are late. After one week past the due date, this assignment will not be accepted and you will receive no credit.

**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.

## **Course Performance Evaluation Weighting**

Assignment	Weight
Site Visit Analysis & Interview	15% (.15)
Peer Leader Blog Assignment	10% (.10)
Events Around the World	15% (.15)
Blogs/DRA's/Short Assignments	25% (.25)
Midterm Exam	15% (.15)
Final	20% (.20)
<b>Total</b>	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	

### Professional Dispositions

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

### Class Schedule

Week	Topic / Activity	Readings
Week 1 1/23 – 1/28	Role and Scope of Event Coordination  Student information sheet <b>due Saturday 1/28 by 11pm</b> Intro to special events/Directed reading assignment <b>due Saturday 1/28 by 11pm</b> Blog comments <b>Saturday 1/28 by 11pm</b>	Chapter 1
Week 2 1/30 – 2/4	Creating the Event Plan  Directed reading assignment <b>due Saturday 2/4 by 11pm</b> Blog comments <b>due Saturday 2/4 by 11pm</b>	Chapter 2
Week 3 2/6 – 2/11	Developing the Event Site  Peer leader approval <b>due Monday 2/6 by 11pm</b> Directed reading assignment <b>due Saturday 2/11 by 11pm</b> Blog comments <b>due Saturday 2/11 by 11pm</b>	Chapter 3
Week 4 2/13 – 2/18	Providing the Event Infrastructure  Peer leader approval <b>due Monday 2/13 by 11pm</b> Directed reading assignment <b>due Saturday 2/18 by 11pm</b> Blog comments <b>due Saturday 2/18 by 11pm</b>	Chapter 4
Week 5 2/20 – 2/25	Accommodating the Audience Event Marketing	Chapter 5 Course Postings

	Peer leader approval <b>due Monday 2/20 by 11pm</b> Directed reading assignment <b>due Saturday 2/25 by 11pm</b> Blog comments <b>due Saturday 2/25 by 11pm</b>	
Week 6 2/27 – 3/4	Coordinating the Environment  Peer leader approval <b>due Monday 2/27 by 9am</b> Directed reading assignment <b>due Saturday 3/4 by 11pm</b> Blog comments <b>due Saturday 3/4 by 11pm</b>	Chapter 6
Week 7 3/6 – 3/11	Fundamentals of the Production  Peer leader approval <b>due Monday 3/6 by 11pm</b> Directed reading assignment <b>due Saturday 3/11 by 11pm</b> Blog comments <b>due Saturday 3/11 by 11pm</b>  Midterm exam (Chapters 1-7) available Tuesday 3/7 to Friday 3/10	Chapter 7
Week 8 3/20 – 3/25	Staging an Engaging Experience Event Budgets  Peer leader approval <b>due Monday, 3/20 by 11pm</b> Directed reading assignment <b>due Saturday 3/25 by 11pm</b> Blog comments <b>due Saturday 3/25 by 11pm</b>	Chapter 8 Course Postings
Week 9 3/27 – 4/1	Ancillary Programs Event Sponsorship  Peer leader approval <b>due Monday, 3/27 by 11pm</b> Directed reading assignment <b>due Saturday 4/1 by 11pm</b> Blog comments <b>due Saturday 4/1 by 11pm</b> <b>Site Visit Analysis due Saturday, 4/1 by 11pm</b>	Chapter 9 Course Postings
Week 10 4/3 – 4/8	Food and Beverage Operations  Peer leader approval <b>due Monday 4/3 by 11pm</b> Directed reading assignment <b>due Saturday 4/8 by 11pm</b> Blog comments <b>due Saturday 4/8 by 11pm</b>	Chapter 10
Week 11 4/10 – 4/15	Safe Operations/Risk Management  Peer leader approval <b>due Monday 4/10 by 11pm</b> Directed reading assignment <b>due Saturday 4/15 by 11pm</b> Blog comments <b>due Saturday 4/15 by 11pm</b>	Chapter 12
Week 12 4/17 – 4/22	Knowledge Management and Event Evaluation Event Impacts  Peer leader approval <b>due Monday 4/17 by 11pm</b> Directed reading assignment <b>due Saturday 4/22 by 11pm</b> Blog comments <b>due Saturday 4/22 by 11pm</b>	Chapter 14 Course Postings
Week 13 4/24 – 4/29	Vendors & Volunteers  Peer leader approval <b>due Monday 4/24 by 11pm</b> Directed reading assignment <b>due Saturday 4/29 by 11pm</b>	Chapter 13 Course Postings

	Blog comments <b>due Saturday 4/29 by 11pm</b>	
Week 14 5/1 – 5/6	Making Event Memories Sustainable Success  Directed reading assignment <b>due Saturday 5/6 by 11pm</b> Blog comments <b>due Saturday 5/6 by 11pm</b>	Chapter 11 Chapter 15
Week 15 Finals Week 5/10 – 5/12	Final Exam Week  <b>Final Exam (Chapters 8-15) available Wednesday 5/10 to Friday 5/12</b>	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

### 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: <http://cehd.gmu.edu/values/>.

### GMU Policies and Resources for Students

#### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

#### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://courssupport.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/>).
- 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 Student Support and Advocacy Center staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

**For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.**

