TOUR 220 DL1 – Introduction to Events Management
3 Credits, Fall 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, August 28, 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/]

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*, 2nd 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 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.*

Peer Leader Assignment – *Students will* on the peer leader Blog d*iscussion 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 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 will be the peer leader. **Your materials should be submitted to your instructor through Blackboard no later than 11:00 p.m. on the Monday <u>prior</u> to the week that your discussion topic will be posted for comment.** You will receive a zero (0) for any late work submitted.
> https://mymasonportal.gmu.edu/images/ci/logos/bb_signature/Bb_Signature_StdMed.png

> **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. You will receive a zero (0) for any late work submitted.

> **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)
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	

Professional Dispositions

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

Class Schedule

TOUR 220 TENTATIVE SCHEDULE

Week	Topic / Activity	Readings
Week 1 8/28 – 9/2	Role and Scope of Event Coordination Student information sheet **due Saturday 9/2 by 11pm** Intro to special events/Directed reading assignment **due Saturday 9/2 by 11pm** Blog comments **Saturday 9/2 by 11pm**	Chapter 1
Week 2 9/4 – 9/9	Creating the Event Plan Directed reading assignment **due Saturday 9/9 by 11pm** Blog comments **due Saturday 9/9 by 11pm**	Chapter 2
Week 3 9/11 – 9/16	Developing the Event Site Peer leader approval **due Monday 9/11 by 9am** Directed reading assignment **due Saturday 9/16 by 11pm** Blog comments **due Saturday 9/16 by 11pm**	Chapter 3
Week 4 9/18 – 9/23	Providing the Event Infrastructure Peer leader approval **due Monday 9/18 by 9am** Directed reading assignment **due Saturday 9/23 by 11pm** Blog comments **due Saturday 9/23 by 11pm**	Chapter 4
Week 5 9/25 – 9/30	Accommodating the Audience Event Marketing Peer leader approval **due Monday 9/25 by 9am**	Chapter 5 Course Postings

	Directed reading assignment **due Saturday 9/30 by 11pm** Blog comments **due Saturday 9/30 by 11pm**	
Week 6 10/2 – 10/7	Coordinating the Environment Peer leader approval **due Monday 10/2 by 9am** Directed reading assignment **due Saturday 10/7 by 11pm** Blog comments **due Saturday 10/7 by 11pm**	Chapter 6
Week 7 10/10 – 10/14	Fundamentals of the Production Peer leader approval **due Tuesday 10/10 by 9am** Directed reading assignment **due Saturday 10/14 by 11pm** Blog comments **due Saturday 10/14 by 11pm** Midterm exam (Chapters 1-7) available Tuesday to 10/10 Friday 10/13	Chapter 7
Week 8 10/16 – 10/21	Staging an Engaging Experience Event Budgets Peer leader approval **due Monday, 10/16 by 9am** Directed reading assignment **due Saturday 10/21 by 11pm** Blog comments **due Saturday 10/21 by 11pm**	Chapter 8 Course Postings
Week 9 10/23 – 10/28	Ancillary Programs Event Sponsorship Peer leader approval **due Monday, 10/23 by 9am** Directed reading assignment **due Saturday 10/28 by 11pm** Blog comments **due Saturday 10/28 by 11pm** **Site Visit Analysis due Saturday, 10/28 by 11pm**	Chapter 9 Course Postings
Week 10 10/30 – 11/4	Food and Beverage Operations Peer leader approval **due Monday 10/30 by 9am** Directed reading assignment **due Saturday 11/4 by 11pm** Blog comments **due Saturday 11/4 by 11pm**	Chapter 10
Week 11 11/6 – 11/11	Safe Operations/Risk Management Peer leader approval **due Monday 11/6 by 9am** Directed reading assignment **due Saturday 11/11 by 11pm** Blog comments **due Saturday 11/11 by 11pm**	Chapter 12
Week 12 11/13 – 11/18	Knowledge Management and Event Evaluation Event Impacts Peer leader approval **due Monday 11/13 by 9am** Directed reading assignment **due Saturday 11/18 by 11pm** Blog comments **due Saturday 11/18 by 11pm**	Chapter 14 Course Postings
Week 13 11/20 – 11/21	Vendors & Volunteers Peer leader approval **due Monday 11/20 by 9am** Directed reading assignment **due Tuesday 11/21 by 11pm** Blog comments **due Tuesday 11/21 by 11pm**	Chapter 13 Course Postings
Week 14	Making Event Memories	Chapter 11

11/27 – 12/2	Directed reading assignment due Saturday 12/3 by 11pm Blog comments due Saturday 12/2 by 11pm Blog comments **due Saturday 12/2 by 11pm**	
Week 15 12/4 – 12/9	Sustainable Success Directed reading assignment due Saturday 12/9 by 11pm Blog comments due Saturday 12/9 by 11pm	Chapter 15
Week 16 Finals Week 12/13 – 12/15	**Final Exam (Chapters 8-15) available Wednesday 12/13 to Friday 12/15**	

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: 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 or https://cehd.gmu.edu/aero/tk20. Questions or concerns regarding use of Blackboard should be directed to http://coursessupport.gmu.edu/.

- For information on student support resources on campus, see
  https://ctfe.gmu.edu/teaching/student-support-resources-on-campus

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

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