

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

TOUR 220 A01 – Introduction to Events Management  
3 Credits, Summer 2018  
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 reading assignments, peer leader blog assignment, a comprehensive final event project, a midterm and a final examination.

**Course Delivery Method**

This course will be delivered online (76% or more) using [select either a synchronous or an asynchronous] format via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on Monday, May 21, 2018

**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: [Add or delete options, as desire.]
  - 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 **5 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 or Objectives**

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 (e.g., Blackboard).

- **Assignments and/or Examinations**

• Assignment	Weight
Peer Leader Assignment – <i>Students will work in pairs and be assigned a specific chapter or 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 provide a post-comment analysis/summary</i>	10% (.10)
Final Event Project – <i>Each student 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 purpose &amp; goals, theme, target audience, timeline, human resources, venue selection, marketing materials, a detailed budget, specific activities for the event program, entertainment, catering, greener event initiatives, a floor plan/site layout, event impacts, a risk management plan, a production schedule and a post-event survey.</i>	30% (.30)
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	15% (.15)
Final	20% (.20)
<b>Total</b>	100%

- **Other Requirements**

1. **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.

2. **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.
3. **Peer Leader Assignment** – For one course topic, you and a classmate will be the peer leaders. **Your materials should be submitted to your instructor 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 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.
4. **Final Event Project** – Each student will complete a comprehensive final event project. This assignment will receive up to a 20-point deduction for each day the assignment is late. After one week past the due date, event project assignment will not be accepted and you will receive no credit.
5. **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.

- **Grading**

**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 5/21 – 5/26	Role and Scope of Event Coordination Creating the Event Plan Developing the Event Site  Peer leader approval <b>due Wednesday 5/24 by 11pm</b> Intro to Special Events assignment <b>due Saturday 5/27 by 11pm</b> Student information sheet <b>due Saturday 5/27 by 11pm</b> Directed reading assignments <b>due Saturday 5/27 by 11pm</b> Blog comments <b>due Saturday 5/27 by 11pm</b>	Chapter 1 Chapter 2 Chapter 3
Week 2 5/29 – 6/2	Providing the Event Infrastructure Coordinating the Environment Accommodating the Audience  Peer leader approval <b>due Tuesday 5/30 by 11pm</b> Directed reading assignment <b>due Saturday 6/3 by 11pm</b> Blog comments <b>due Saturday 6/3 by 11pm</b>	Chapter 4 Chapter 6 Chapter 5
Week 3 6/4 – 6/18	Fundamentals of the Production	Chapter 7 Chapter 8 Course Postings

	Staging an Engaging Experience Event Budgets Ancillary Programs Event Sponsorship  <b>Midterm exam (Chapters 1-7) available Wednesday 6/7 to Thursday 6/8</b> Peer leader approval <b>due Monday 6/5 by 11pm</b> Directed reading assignment <b>due Saturday 6/10 by 11pm</b> Blog comments <b>due Saturday 6/10 by 11pm</b>	Chapter 9 Course Postings
Week 4 6/12– 6/16	Food and Beverage Operations Safe Operations/Risk Management Vendors & Volunteers Event Impacts  Peer leader approval <b>due Monday, 6/12 by 11pm</b> Directed reading assignment <b>due Saturday 6/17 by 11pm</b> Blog comments <b>due Saturday 6/17 by 11pm</b>	Chapter 10 Chapter 12 Chapter 13 Course Postings
Week 5 6/18 – 6/22	Making Event Memories Knowledge Management and Event Evaluation Sustainable Success  <b>Final Project due Monday 6/18 by 11pm</b> <b>Final Exam (Chapters 8-15) available Thursday 6/21 to Friday 6/22</b> Directed reading assignment <b>due Wednesday, 6/21 by 11pm</b> Blog comments <b>due Wednesday 6/21 by 11pm</b>	Chapter 11 Chapter 14 Course Postings Chapter 15

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://coursesupport.gmu.edu/>.
- The Writing Center 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 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 & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. 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://ssac.gmu.edu/make-a-referral/>.

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

