

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

TOUR 220 001 – Introduction to Events Management
3 Credits, Fall 2019
Wednesdays and Fridays, 9:00 a.m. – 10:15 a.m., Thompson Hall L014

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

1. **Attendance** – Regular attendance is essential to your success in TOUR 220. Be sure to let your instructor know, after class, if you came in late so that you will not be counted as absent.
2. **Homework/In-class Assignments** – Throughout the semester, you will regularly have homework and in-class assignments. In addition to your textbook, you may be assigned additional material to read. No homework or in-class assignment will be accepted late; no homework or in-class assignment can be made up. If you are absent from class, it is your responsibility to find out what homework was assigned. **Homework assignments must be submitted through Blackboard by 9:00 a.m. on the due date.**
3. **Event Team Project Assignments** – Each student will be working in small groups of 3-4 students to complete a final event project and a final presentation. Any team assignment that is handed in late will receive half credit.
4. **Site Visit Analysis** – Students will receive up to a 20-point deduction for each day the assignment is late. After one week past the due date, this assignment will not be accepted and you will receive no credit.
5. **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.

6. **Instructor Arrival Policy – If your instructor is not in the classroom at 9:00 a.m. please wait 20 minutes before leaving.**
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.

Course Delivery Method

This course will be delivered using a lecture format.

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. recognize the importance of contracts and understand the basic contractual requirements for events
4. understand event sponsorship and be familiar with event budget categories
5. describe marketing planning components for events
6. effectively apply risk management practices
7. identify and evaluate potential events sites
8. understand the role and management of event volunteers
9. coordinate a multisensory environment, incorporating décor and themes that support event objectives
10. develop a strategy for creating and coordinating a comprehensive event experience

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Assignments and Examinations**

Site Visit Analysis & Interview – <i>Students will be required to tour an approved event venue and interview a venue staff member to learn more about the facility and events held there and prepare a written analysis.</i>
Final Project – <i>Each team will complete a comprehensive final event project in which they collaborate to design and plan an event from start to finish.</i>
Final Project Presentation – <i>Each team will give a presentation to the class which gives an overview of the event they have designed.</i>
In-class Assignments, Homework and Attendance - <i>Students are expected to participate in class. In-class assignments and homework assignments will be assigned regularly. These assignments must be turned in on time in order to receive credit. Late homework/assignments will not receive any credit.</i>
Midterm Exam – covers all course material through week 6 (Chapter 1-5)

Final Exam – covers all course material from weeks 7-14 (Chapters 6-12)
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- **Course Performance Evaluation Weighting**

Assignment	Weight
Site Visit Analysis & Interview	15% (.15)
Final Group Project	20% (.20)
Final Group Project Presentation	10% (.10)
In-class Assignments, Homework and Attendance	20% (.20)
Midterm	15% (.15)
Final	20% (.20)
Total	100%

- **Grading Policies**

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

See <https://cehd.gmu.edu/students/policies-procedures/>

Required Texts

Goldblatt, Joe (2014). *Special Events: Creating and Sustaining a New World for Celebration*, 7th 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.

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

DATE			TOPIC	READINGS/ASSIGNMENT DUE
W	August	28	Course Introduction	Chapter 1
F	August	30	Welcome to the Changing World of Special Events	Chapter 1 Information Sheet due
W	September	4	Models of Sustainable Event Leadership	Chapter 2
F	September	6	Models of Sustainable Event Leadership	Chapter 2 Scavenger hunt due DRA (chapters 1 & 2) due
W	September	11	Composing the Event Plan	Chapter 3
F	September	13	<i>Guest Speaker: Trinity Yansick, Celebrate Fairfax</i>	Chapter 3
W	September	18	Human Resources and Time Management	Chapter 4
F	September	20	Human Resources and Time Management	Chapter 4 DRA (chapters 3 & 4) due
W	September	25	NO CLASS – (Group meetings – work on your group project)	
F	September	27	Sustainable Financial Leadership	Chapter 5
W	October	2	Sustainable Financial Leadership	Chapter 5
F	October	4	<i>PCMA Emerging Professionals Panel</i>	DRA (chapter 5) due
W	October	9	Midterm Exam (Chapters 1-5)	
F	October	11	Vendor Partners, Contracts, and On-Site Production	Chapter 6
W	October	16	Vendor Partners, Contracts, and On-Site Production	Chapter 6
F	October	18	Marketing and Integrated Communications Technology	Chapter 7 DRA (chapter 6) due
W	October	23	<i>Guest Speaker: Brianna Alford, CEHD, Student and Academic Affairs</i>	
F	October	25	Marketing and Integrated Communications Technology	Chapter 7
W	October	30	<i>Field Trip – Gaylord National, meet at 8:15 a.m.</i>	
F	November	1	Risk Management	Chapter 8 DRA (chapters 7 & 8) due
W	November	6	Risk Management	Chapter 8

DATE			TOPIC	READINGS/ASSIGNMENT DUE
F	November	8	Virtual Events	Chapter 9
W	November	13	Career Growth and Sustainable Development	Chapter 10
F	November	15	Career Growth and Sustainable Development	Chapter 10 DRA (chapters 9 & 10) due
W	November	20	Global, National, Regional, and Local Best Practices	Chapter 11
F	November	22	Event Management Experiences & Case Studies	Chapter 12 DRA (chapters 11 & 12) due
W	November	27	No Class – Thanksgiving Break	
F	November	29	No Class – Thanksgiving Break	
W	December	4	Group Presentations	
F	December	6	Group Presentations/Course Wrap-up	Final Group Project Due
	December		Final Exam - TBA	

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 <https://catalog.gmu.edu/policies/honor-code-system/>).
- 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 <https://ds.gmu.edu/>).
- Students must silence all sound emitting devices 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://coursesupport.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/students/> .



