

**George Mason University**  
**College of Education and Human Development**  
**School of Sport, Recreation and Tourism Management**  
**Tourism and Events Management**

TOUR 220 – Introduction to Events Management  
3 Credits, Fall 2022  
Mondays and Wednesdays, 9:00 a.m. – 10:15 a.m.

**Faculty**

Name: Tina Jones  
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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 Final Project** – Each student will be working in small groups of approximately 3 students to complete a final event project and a final presentation. Any team assignment that is handed in late will receive half credit.
4. **Events Around the World Assignment** – Students will receive up to a 15-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. **Exams** – The 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, VIA, hard copy).

- **Assignments and Examinations**

<p><b>Events Around the World Presentation</b> – <i>Students will be required to research an event that takes place outside the U.S. and prepare a presentation to deliver to the class. Topic approval is required.</i></p>
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<p><b>Final Project &amp; Presentation</b> – <i>Each team will complete a comprehensive final event project in which they collaborate to design and plan an event from start to finish. Each team will give a presentation to the class which gives an overview of the event they have designed</i></p>
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<p><b>Attendance/Participation</b> - <i>Students are expected to attend each class session and participate in class discussions.</i></p>
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<p><b>Homework Assignments and In-class Assignments</b> – Homework assignments</p>
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and *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.*

**Exam #1** – covers all course material through week 5 and Chapter 1-5

**Exam #2** – covers all course material from weeks 6-14 (Chapters 6-12)

- **Course Performance Evaluation Weighting**

Assignment	Weight
Events Around the World Presentation	10% (.10)
Attendance/Discussions	15% (.15)
Final Group Project & Presentation	30% (.30)
Homework and In-class Assignments	15% (.15)
Exam #1	15% (.15)
Exam #2	15% (.15)
<b>Total</b>	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 and Lee, Seungwon (Shawn) (2020). *Special Events: The Brave New World for Bolder and Better Live Events*, 8<sup>th</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.

### 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
M	August	22	Course Introduction	Chapter 1
W	August	24	Welcome to Special Events	Chapter 1
M	August	29	Phases of Event Planning	Chapter 2
W	August	31	Phases of Event Planning	Chapter 2 <b>Intro. to Special Events assignment due</b>
M	September	5	LABOR DAY – NO CLASS	
W	September	7	<i>Guest speaker: Virginia Perry, Event Business Owner</i>	Chapter 3 <b>Chapter 2 &amp; 3 assignment due</b>
M	September	12	Human Resource Management	Chapter 4
W	September	14	Human Resources Management	Chapter 4
M	September	19	Budget/Financial Sustainability	Chapter 5
W	September	21	<b>NO CLASS MEETING</b> /Asynchronous coursework	<b>Chapters 4 &amp; 5 assignment due</b>
M	September	26	Vendor Partners/Contracts/Site Inspections	Chapter 6
W	September	28	<i>Guest Speaker: Maria Lopez, Marriott Vacation Worldwide</i>	
M	October	3	<b>Exam #1 (Chapters 1-5 and all course materials)</b>	
W	October	5	Vendor Partners/Contracts/Site Inspections	Chapter 6
T	October	11	Catering/Technical Production	Chapter 6
W	October	12	Catering/Technical Production	Chapter 6 <b>Chapter 6 assignment due</b>
M	October	17	Marketing	Chapter 7
W	October	19	Sponsorship	Chapter 7

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	October	24	Risk Management	Chapter 8
W	October	26	<i>Eagle Bank Arena Tour</i>	Chapter 7 & 8 assignment due
M	October	31	Virtual Events/Hybrid	Chapter 9
W	November	2	Greener Events/Career Sustainability	Chapter 10
M	November	7	Event Evaluation	
W	November	9	<i>Guest Speaker: Trinity Yansick, Celebrate Fairfax</i>	Chapter 9 & 10 assignment due
M	November	14	<b>Group Presentations/Projects Due</b>	<b>Final Project Due</b>
W	November	16	<b>Group Presentations/Projects Due</b>	<b>Final Project Due</b>
M	November	21	Event Impacts	
W	November	23	<b>No Class – Thanksgiving Break</b>	
M	November	28	Best Practices/Case Studies/Course Wrap up	Chapter 11 & 12
W	November	30	<b>Exam #2 (Chapters 6-12 and all course materials)</b>	Chapter 11 & 12 assignment due

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

Students must be fully familiar with the document, “Safe Return to Campus and Remote Learning Guidance for Students Enrolled in CEHD Courses,” which is posted as an addendum under the “Syllabus” tab of the course Blackboard site.

#### *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 <https://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 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 VIA should be directed to [viahelp@gmu.edu](mailto:viahelp@gmu.edu) or <https://cehd.gmu.edu/aero/assessments>. Questions or concerns regarding use of Blackboard should be directed to <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

**Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:** As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu).

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



