

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

TOUR 220 DL1 – Introduction to Events Management
3 Credits, Fall 2023
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, blog comments, 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 26th 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 Friday.
- 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 role of events management
- 2) recognize and apply relevant theories to the event management process
- 3) identify and evaluate potential events sites by establishing site specifications and selection criteria
- 4) determine appropriate products and service providers for catering needs
- 5) understand event sponsorship and be familiar with event budget categories
- 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) coordinate a multisensory environment, incorporating décor and themes that support event objectives
- 10) develop a strategy for creating and coordinating a comprehensive event experience

Required Texts

Lee, S. & Goldblatt, J. (2020). *Special Events*, 8th 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

Module	Assignment	Due		Weight
Textbook	Direct Reading Assignments (DRA) – <i>Students will complete directed reading assignments of each chapter on a weekly basis. These assignments must be turned in on time in order to receive a full credit. Late DRA's will not receive any credit.</i>	Friday of each class week, 11:59 pm	Each 3 point (total of 30 point)	15%

	→ DRAs are the best preparation for the mid and final exams			
Student-centered learning	<p>Peer Chapter Leader Assignment (PCLA) – Each Students will be assigned to 2 chapters during the semester, randomly assigned by Dr. Lee for a class efficiency) and are <u>pre-assigned to a specific chapter</u> (1~12, see your assigned chapter in the schedule) to lead the discussions. Students will select a CURRENT event/news related to the chapter (Global, National, Regional, and Local level and a pre-approval of materials required by Dr. Lee by the given due date) then share its link with class; develop 2 question for the class (Dr. Lee will add one more question) that stimulate discussion, leave comments on ALL students' answers and provide a post-comment analysis/summary (due by Saturday 11:59 pm of the assigned week).</p> <p>You will receive a 20% point deduction for each day the submission of articles and questions and/or the summary is late.</p> <p>Dr. Lee will help first student who will lead ch. 1 as it is a first time activity to the class.</p> <p>Participation to Peer Chapter Leader Assignment: All, but the leaders of PCLA must answer questions and leave a minimum 2 comment to others' answer by the given due date (see schedule)</p>	**Article/news pre-approval due date:	25 point	12.5%
			15 point (1.5 point each for 10 weeks)	7.5%
Event analysis/re search activity	<p>Project (Individual) – Each student will complete a comprehensive Event Around The World PPT</p> <p>And LIVE Project Presentation – Each student will give a presentation to the class which gives an overview of the event they have designed via ZOOM</p>	<p>A topic MUST be pre-approved by Dr. Lee no later than 9/29 (Fri) 11:59 pm</p> <p>PPT due date: 11/28 (Tue) 11:59 pm</p> <p>LIVE presentation: 11/29 (Wed) 6 pm ~7:45 pm</p>	40 point	20%
Exams	Midterm exam – covers course work from chapters 1-5 (A study guide will be provide)	10/5 (Thurs.) 9 am~ 10/6 (Fri.) 11:59 pm	45 point	22.5%
	Final exam – covers course work from chapters 6-12	12/7 (Thurs.) 9am	45 point	22.5%

	<i>(A study guide will be provided)</i>	~ 12/8 (Fri.) 11:59 pm		
	Total		200	100%

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

Participation to Peer Chapter Leader Assignment – Students will participate in weekly blogs. Students are required to answer the blog questions and then comment on at least 2 of their classmates' posts. Blog assignments must be turned in on time in order to receive credit. Late blog responses and comments will not receive any credit.

Directed Reading Assignments - Students will be required to submit directed reading assignments for each chapter in the textbook. Directed reading assignments must be turned in on time in order to receive credit. Late submissions will not receive any credit.

Midterm Exam – covers course work from chapters 1-6

Final Exam – covers course work from chapters 7-12

Other Requirements

Directed Readings, Blog Assignments and Other Short Assignments – Throughout the semester, you will regularly have directed reading assignments and weekly blog assignments. Additional short assignments may be assigned as well. None of these assignments will be accepted late, nor can they be made up.

Events Around the World Assignment– 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
	15% (.15)
Events Around the World	15% (.15)
Blogs	15% (.15)
Directed Reading Assignments	15% (.15)
Midterm Exam	20% (.20)
Final Exam	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

Week	Topics / Activities	Readings
Week 1 8/21 – 8/25	Introduction/Welcome to the World of Events <ul style="list-style-type: none">• Self Introduction to the class by 8/23 (Wed)• DRA due Friday 8/25 by 11:59 p.m.• Watch the Global Event Thought Leader Interview – Arnold Guanco	Chapter 1
Week 2 8/28 – 9/1	Models of Sustainable Event Leadership <ul style="list-style-type: none">• Watch the Global Event Thought Leader Interview – Frank Supovitz	Chapter 2
Week 3 9/4 – 9/8	Composing the Event Plan <ul style="list-style-type: none">• Watch the Global Event Thought Leader Interview – Patti Coons	Chapter 3
Week 4 9/11 – 9/18	Human Resources and Time Management <ul style="list-style-type: none">• Watch the Global Event Thought Leader Interview – Terry Singleton•	Chapter 4
Week 5 9/18 – 9/25	Sustainable Financial Leadership <ul style="list-style-type: none">• Watch the Global Event Thought Leader Interview – Lena Malouf• Events Around the World blog due Friday 9/25 by 11:00 p.m.	Chapter 5
Week 6 9/25 – 9/29	Vendor Partners, Contracts, and On-Site Production <ul style="list-style-type: none">• Watch the Global Event Thought Leader Interview – Michael Loshin	Chapter 6
Week 7	Midterm Exam	

10/2 – 10/6	<ul style="list-style-type: none"> • Midterm (Chapters 1-6) available 10/5 (Thurs.) 9 am~ 10/6 (Fri.) 11:59 pm 	
Week 8 10/9 – 10/13	Marketing and Integrated Communications Technology <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Deborah Borsum & Robert Sivek 	Chapter 7
Week 9 10/16 – 10/20	Risk Management <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Martin Van Keken 	Chapter 8
Week 10 10/23 – 10/27	Virtual Events <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Carol McKibben 	Chapter 9
Week 11 10/30 – 11/3	Career Growth and Sustainable Development <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Richard Aaron 	Chapter 10
Week 12 11/6 – 11/10	Global, National, Regional, and Local Best Practices in Event Leadership <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Peter Cwalino 	Chapter 11
Week 13 11/13 – 11/17	Event Management Experiences & Mini Case Studies <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Tim Lundy • Review the EATW presentations 	Chapter 12
11/20 – 11/24	NO CLASS THANKSGIVING WEEK!	
Week 14 11/27 – 12/1	<ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Joe Van Eron • Events Around the World presentation ON 11/28 (Wed) 6 pm ~ 7:55 pm. 	
Week 15 12/4 – 12/8	<ul style="list-style-type: none"> • Final exam (Chapters 7-12) available Thursday 12/7 9am to Friday 12/8, 11:59 pm 	

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://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/students/> .



