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, Spring 2024
Online

Faculty

Name: Dr. Seungwon (Shawn) Lee

Office hours: Online or in person by appointment (Krug Hall 213B)

Email address: slz@gmu.edu

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 Monday, January 23th.

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)** – *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.*	Friday of each class week, 11:59 pm	30 point (Each 3 point)	15%

	➔ DRAs are also the best preparation for the mid-term and final exams			
Student-centered learning	**1) Peer Chapter Leader Assignment (PCLA)** – A group of TWO student *will be assigned to one of chapters during the semester, randomly but systemically assigned by Dr. Lee for a class efficiency. You will be assigned to a chapter by the end of week 2 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 Sunday 11:59 pm of the assigned week).* You will receive a 30% point deduction for each day the submission of articles and questions and/or the summary is late.	**Article/news pre-approval due date: to be announced in the class	20 point	10%
	2)Weekly Participation to Peer Chapter Leader Assignment: Each week. All, but the assigned leaders of a given PCLA chapter must post own answer to questions by Wednesday 11:59 pm and leave a minimum 5 comment to others' answer by Friday, 11:59 pm		30 point (3 point each)	15%
Event analysis/research activity	**Project (Individual)** – *Each student will complete a comprehensive Event Around the World PPT* **And** **Mandatory LIVE Project Presentation** – *Each student will give a 10 MINUTES presentation to the class which gives an overview of the event they have designed via ZOOM*	A topic MUST be pre-approved by Dr. Lee no later than 2/23 (Fri) 11:59 pm PPT due date: 4/19 (Fri) 11:59 pm **MANDATORY LIVE** presentations (10 presentation in each day): **4/22 (Mon), 6 pm ~ 8:30 pm**	30 point 10 point (feedback submission of other students' presentation)	20%
Exams	**Midterm exam**– *covers course work from chapters 1-6 (A study guide will be provide)*	3/7 (Thurs.) 9 am~ 3/8 (Fri.) 11:59 pm	40 point	20%
	Final exam– *covers course work from chapters 7-12 (A study guide will be provided)*	5/2 (Thurs) 9am ~ 5/3 (Fri) 11:59 pm	40 point	20%
	Total		200	100%

Events Around the World Project – *Each student will research a special event that takes place AROUND THE WORLD 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 PCLA blogs. Students are required to answer the blog questions and then comment on at least 5 of their classmates' posts. PCLA 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- 5*

Final Exam – *covers course work from chapters 6 -10*

Additional information

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– This assignment (including 2 items as described above) will receive 30% deduction for each day the assignments are late.

Midterm and Final Exams – The midterm and final exams must be completed on the scheduled dates. Only documented medical reason will be considered for a make-up exam.

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
All due are by 11:59 pm (US EST) of the due date

Week	Topics / Activities	Readings
Week 1	Introduction/Welcome to the World of Events (TOUR 220)	Chapter 1

1/16 – 1/19	- E-Introduction to the class assignment due by Thursday 11:59 p.m. - Directed reading assignment (DRA) due by Friday. - Watch the Global Event Thought Leader Interview – Arnold Guanco	
Week 2 1/22 – 1/26	Models of Sustainable Event Leadership - DRA due by Friday - PCLA demonstration by Dr. Lee and due by Friday - Watch the Global Event Thought Leader Interview – Frank Supovitz	Chapter 2
Week 3 1/29 ~ 2/2	Composing the Event Plan - DRA due by Friday - PCLA due by Friday - Watch the Global Event Thought Leader Interview – Patti Coons	Chapter 3
Week 4 2/5 – 2/9	Human Resources and Time Management - DRA due by Friday - PCLA due by Friday - Watch the Global Event Thought Leader Interview – Terry Singleton	Chapter 4
Week 5 2/12 – 2/16	Sustainable Financial Leadership - DRA due by Friday - PCLA due by Friday - Watch the Global Event Thought Leader Interview – Lena Malouf	Chapter 5
Week 6 2/19 – 2/23	Vendor Partners, Contracts, and On-Site Production - DRA due by Friday - PCLA due by Friday - Watch the Global Event Thought Leader Interview – Michael Loshin	Chapter 6
Week 7 2/26 – 3/1	Midterm Exam WEEK **Midterm (Chapters 1- 5) available on 3/7 (Thurs.) 9 am~ 3/8 (Fri.) 11:59 pm**	
Week 8 Spring recess week 3/4 – 3/8	NO CLASS	
Week 9	DRA due by Friday	Chapter 7

3/11 – 3/15	• PCLA due by Friday • Watch the Global Event Thought Leader Interview – Deborah Borsum & Robert Sivek	
Week 10 3/18 – 3/22	Risk Management • DRA due by Friday • PCLA due by Friday • Watch the Global Event Thought Leader Interview – Martin Van Keken	Chapter 8
Week 11 3/25 – 3/29	Virtual Events • DRA due by Friday • PCLA due by Friday • by 11 p.m. • Watch the Global Event Thought Leader Interview – Carol McKibben	Chapter 9
Week 12 4/1 – 4/5	Career Growth and Sustainable Development • DRA due by Friday • PCLA due by Friday • Watch the Global Event Thought Leader Interview – Richard Aaron	Chapter 10
Week 13 4/8 ~ 4/12	Global, National, Regional, and Local Best Practices in Event Leadership • DRA due by Friday • PCLA due by Friday • Watch the Global Event Thought Leader Interview – Peter Cwalino	Chapter 11
Week 14 4/15 – 4/19	Event Management Experiences & Mini Case Studies • DRA due by Friday • PCLA due by Friday • Watch the Global Event Thought Leader Interview – Tim Lundy • Watch the Global Event Thought Leader Interview – Joe Van Eron **Events Around the World presentation due 4/19 (Fri) by 11:59 p.m.**	Chapter 12
Week 15 4/22 – 4/26	• EATW LIVE ZOOM presentations **4/22 (Mon) 6pm ~ 8:30 pm**	
Week 16 4/29 ~ 5/3	• **Final exam (Chapters 6-10) available 5/2 (Thurs) 9 am ~ 5/3 (Fri) 11:59 pm**	
Final exam week		

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

- **Notice of mandatory reporting of sexual assault, sexual harassment, interpersonal violence, and stalking:** As a faculty member, I am designated as a "Non-Confidential Employee," and must report all disclosures of sexual assault, sexual harassment, 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 or support measures from Mason's Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

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

GEORGE MASON UNIVERSITY | School of Recreation, Health, and Tourism