

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 220/002: Introduction to Events Management
Fall 2010

DAY/TIME: M 1:30-4:10 p.m. LOCATION: ROBINSON HALL B203

INSTRUCTOR: Dedra Faine EMAIL ADDRESS: dfaine@gmu.edu

OFFICE HOURS: By appointment

PREREQUISITES:

None

BLACKBOARD

You can log in at <https://courses.gmu.edu> to obtain postings. Please check blackboard prior to each class meeting to print out any handouts needed for class.

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 OBJECTIVES

At the completion of this course, you should be able to:

- 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

COURSE OVERVIEW

1. **Attendance** – Regular attendance is essential to your success in TOUR 220. Attendance will be taken at the beginning of class. **Please be aware that arriving late to class is highly distracting.** Be sure to let your instructor know, after class, if you came in late so that you will not be counted as absent. Leaving class early is also distracting. In this case, you should notify your instructor prior to the beginning of class that you will be leaving early.
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 journal articles to read. In-class assignments will not be accepted if you are not present on the day of the assignment. 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.
3. **Event Team Assignments** – Your event team will complete a series of assignments throughout the semester. Any team assignment that is handed in late will receive half credit. Your ability to work as a productive team during group assignments will be reflected in your grade.

5. **Instructor Arrival Policy** – If your instructor is not in the classroom at 1:30 p.m., please wait 20 minutes before leaving.

REQUIRED READINGS

Goldblatt, J. (2008). *Special events: The Roots and Wings of Celebration*. Hoboken, New Jersey: John Wiley & Sons, Inc.

EVALUATION

This course will be graded on a point system, with a total of 1000 possible points.

Assignment	Grade	Weight	Points	Due Date
Events Around the World Presentation Students will research an event that is outside of the United States. A five minute presentation will be required.		10% (.10)	100	9/27
Event Plan & Design This is the first assignment for the final group project. Groups will research required topics to create the blueprint for the final project and presentation.		10% (.10)	100	10/18
Site Visit Analysis Students are required to visit an event site and do a written presentation.		10% (.10)	100	11/1
Final Project A final group project based on an event will cover the five phases of event management from start to finish.		20% (.20)	200	11/22
Project Presentation		5% (.05)	50	11/22
In-class Assignments, Homework and Attendance		15% (.15)	150	as assigned
Midterm		15% (.15)	150	10/18
Final		15% (.15)	150	12/20
Total		100%	1000	

Note:
Your percentage scores on each of your assignments will be weighted to reflect the above grading system. You can use the table above to help you keep track of your grades.

To earn an:	Total points you must earn:
A+	970 to 1000
A	940 to 969
A-	900 to 939
B+	870 to 899
B	840 to 869
B-	800 to 839
C+	770 to 799
C	740 to 769
C-	700 to 739
D	600 to 699
F	599 or lower

Grading Scale

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	August	30	Introduction to Special Events Class	Bring Your Book To Class!
M	September	6	Labor Day – No Class	
M	September	13	Intro. To Special Events & Event Leadership	Chapter 1, Group Assignments Due
M	September	20	Global Event Leadership Models/Event Planning	Chapters 2,3
M	September	27	Event Planning/ Human Resource Management/Time Management	Chapter 4 Events Around the World Presentation Due
M	October	4	Event Marketing/Sponsorship	Chapters 8, 9 ; Mid-term Review
M	October	11	Columbus Day – No Class	Group Mtgs. Tue., Oct. 12th
M	October	18	Midterm Exam	Event Plan & Design Due
M	October	25	Budget/Financial Administration ; Onsite Event Production/Logistics/Staging	Chapters 5, 7
M	November	1	Vendor Contracts/Event Entertainment	Chapter 6 ; Site Visit Analysis Due ; Guest Speaker
M	November	8	Legal, Ethical & Risk Management	Chapters 10, 11 Marketing & Sponsorship Draft Due
M	November	15	Event Evaluation, Event Impacts/ADA Compliance	Group Meetings
M	November	22	Group Presentations	Final Projects Due
M	November	29	Group Presentations	Final Projects Due
M	December	6	Group Presentations; Final Exam Review	Final Projects Due

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	December	20	Final Exam, 1:30 – 4:15 p.m.	

Note: Faculty reserves the right to alter the schedule as necessary.



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ Counseling and Psychological Services (CAPS) provides a wide range of services to students, faculty, and staff. Services are provided by a staff of professional counseling and clinical psychologists, social workers, and counselors. The Center provides individual and group counseling, workshops and outreach programs -- experiences to enhance a student's personal experience and academic performance
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ All official, course-related e-mail correspondence must be communicated through GMU e-mail accounts.
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>