

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR 220: Introduction to Events Management (3)  
Fall 2010

DAY/TIME: M 4:30-7:10 p.m. LOCATION: Robinson B 220  
INSTRUCTOR: Tina Jones EMAIL ADDRESS: [tjonesq@gmu.edu](mailto:tjonesq@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 and after break each class meeting. **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 or 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.
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.

4. **Instructor Arrival Policy** – If your instructor is not in the classroom at 4:30 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		10% (.10)	100	as assigned
Site Visit Analysis		10% (.10)	100	9/27
Event Plan and Design		10% (.10)	100	10/12
Final Project		20% (.20)	200	11/29
Project Presentation		5% (.05)	50	11/29
In-class Assignments, Homework and Attendance		15% (.15)	150	as assigned
Midterm		15% (.15)	150	10/18
Final		15% (.15)	150	12/20
<b>Total</b>		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

### Events Around the World

The purpose of this presentation is to inform the class about a special event that takes place in a country outside of the United States. This presentation should be an original effort to examine the event in an interesting and thought-provoking manner. You should have a minimum of three distinct talking points (e.g., history/background, participants, location issues, planning, budgeting, promotion, sponsorship, specific activities, participants, religious implications, political issues, food, dress, transportation, resident/community impacts, social/cultural impacts, economic impacts, future of the event, etc.).

### Site Visit Analysis

Students will be required to tour an event venue. Some examples of appropriate event venues would be: convention center, concert hall/theater, sports arena, hotel conference center, banquet facility, etc. You can NOT select a facility on the GMU campus. You should schedule an appointment with a staff person at the facility to assist you in learning more about the venue and the events that are held there. You are required to answer the questions below in your analysis. A copy of the venue’s marketing material (e.g. brochure) or the staff person’s business card must be included with your analysis.

### Event Plan and Design

Group Assignment. Each team will work together to brainstorm, design and plan a special event of their choice. No social-life cycle events will be accepted. This first phase will be the beginning of the larger final project which will be turned in at the end of the semester. Specific areas that will be included in this assignment are: name, theme, target audience, mission statements, goals & objectives, organizational structure, timeline, location, and date/time.

### Final Project

Group Assignment. Each team will complete their group event project which will include the event plan and the following: specific activities or elements, budget to include revenues and expenses, marketing materials, sponsorship proposal, risk management assessment and plan, site layout/floor plan, evaluation and attendee survey instrument, and impacts.

### Final Project Presentation

Your team is required to give an 8-10 minute presentation regarding the event that you designed. Assume that the audience is a board of directors who will determine whether or not your event will take place. Your job is to convince us that your plan is sound and that your event absolutely should be implemented.

### 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	Intro. to Special Events & Event Leadership	Chapter 1

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	September	6	<b>Labor Day – no class</b>	
M	September	13	Global Event Leadership Models/ Event Planning	Chapters 2, 3
M	September	20	Event Planning/ Human Resource Management/Time Management	Chapters 3, 4
M	September	27	Event Marketing/Sponsorship	Chapters 8, 9 <b>Site Analysis Due</b>
M	October	4	On-site Event Production/Logistics/Staging	Chapter 7
T	October	12	Budget/Financial Administration	Chapter 5 <b>Event Plan &amp; Design Due</b>
M	October	18	<b>Midterm Exam</b>	
M	October	25	Vendor Contracts/Event Entertainment	Chapter 6
M	November	1	Legal, Ethical & Risk Management	Chapters 10, 11 <b>Marketing &amp; Sponsorship Draft Due</b>
M	November	8	Event Evaluation	
M	November	15	Event Impacts/ADA Compliance	
M	November	22	Technology/Career Development	Chapters 12, 13
M	November	29	<b>Group Presentations</b>	<b>Final Projects Due</b>
M	December	6	<b>Group Presentations</b>	<b>Final Projects Due</b>
M	December	20	<b>Final Exam, 4:30 – 7:15 p.m.</b>	

*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](http://www.gmu.edu/student/drc)]

❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>