

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 220—Introduction to Event Management
Spring 2010

DAY/TIME:	Wed 7:20 – 10:00 pm	LOCATION:	Science and Technology I, Room 126
PROFESSOR	Brandi Felser, CMP	EMAIL ADDRESS:	bfelser@gmu.edu
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PREREQUISITES

None

COURSE DESCRIPTION

This course offers an introduction to the planning, marketing, management and evaluation of special events. The course content will explore the theories and practices relevant to successful event planning.

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

This class will be taught utilizing information from the assigned text as well as articles and other texts deemed appropriate by the Instructor. Before each class, PowerPoint slides will be sent via email (to your GMU account). Be sure to print out a copy of these slides and bring them to class. It is important that you read the assigned text but more important, that you take notes and pay attention to the PowerPoint slides as most of the information has been extracted from the text and included in the slides. As time allows, the class will be split into groups to engage in activities that will help you apply what you have learned in class.

The format of the class is lecture style, although I prefer more class discussion. Ultimately, the format of the class is up to you. If you engage in class discussion, that will mean less lecture. It is my personal belief that you will get more out of the class the less I speak at you and the more conversation we have.

You are required to choose three out of the four items listed in the Assignments section that are weighted at 10% (see schedule below). It is your responsibility to inform the Instructor in writing which assignments you choose to complete by the third class period. **Assignments must be turned in at the beginning of class on the specified date due. For more information see #2 under the Class Policies section.**

In addition, you will be asked to give two presentations during the semester. One very informal which will provide the class information on the event your team has chosen for the semester project. The second presentation is expected to be professional yet creative. The final presentation will be judged by a panel of event planners who will select which event they would produce as if they were looking to produce a new event. The event/group selected will receive an “A” for the semester project. As such, it is important that your presentation reflects the utmost professionalism.

Upon completion of this class, it is my goal that you will have practical tools and information that provide you with a foundation for organizing and executing an event. Moreover, that you will begin to look at events more analytically- to foresee challenges that might occur and be able to mitigate them, to see an event from both the planners perspective and the attendees perspective and to be able to merge the two into an event that satisfies both.

Class Policies

Attendance – Regular attendance is essential to your success in TOUR 220. Attendance will be taken at the end of class at each class meeting. Please be aware that arriving late to class is highly distracting. 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. If you plan to miss class please let the instructor know in advance- this could help in your final attendance grade. **You will receive one free absence during the semester. Each absence after that will result in a 15 point reduction of your overall attendance grade (calculated on a 100 point scale and worth 10% of your grade). However, three unexcused absences will result in ZERO credit for your total attendance grade. It is your responsibility to sign the sign-in sheet each class session. Once the sign-in roster has been removed, you will not be able to go back and sign-in.**

Assignments – You must select three items from the assignments list to complete. You must notify the instructor in writing by the third class meeting which of the three projects you will complete. You cannot change your assignment selection once you have selected them so be sure to think about the assignments you choose. The due dates of these projects are scattered throughout the semester and posted on the weekly class detail section of the syllabus. Specific details regarding the deliverables for these assignments are included with the syllabus. Please refer to the submission guidelines for each assignment when completing the project. It is your responsibility to track the assignments you select and turn them in on the appropriate due dates.

Assignment Submissions- All assignments must be turned in via hard copy at the beginning of class on the due date unless prior arrangements have been made. I do, at times, accept submissions via email but these arrangements must be made in advance and must be due to extenuating circumstances. Failure to submit an assignment will result in a “0” grade for that assignment. **Grades for unexcused late submissions will be reduced by 10 points for each day the assignment is late (weekends included).**

Event Project and Team Assignments – You will be divided into teams to complete the Event Project. Your team will complete a series of assignments throughout the semester. Any team assignment that is handed in late will receive a reduction of 10% off the project grade for each day of lateness (weekends included). Any assignment not turned in at all will result in ZERO credit for the portion of that section of the project. In addition, at the end of the semester, each team member will provide a peer evaluation for all members of their team (including themselves). These peer evaluations will weigh heavily on the final grade you receive for the event project. Therefore, all team members may not receive the same overall grade on the event project. Peer evaluations will be graded based on project participation as stated by your team members. The grades will be distributed based on the average percentage given to you by all team members. Team assignments will be given the second day of class. If you are having issues with your team, it is imperative you discuss this with the Instructor during the semester. This could help when deciding grades based on peer evaluations.

Class Participation- Class participation is not monitored, however, it is strongly encouraged. Your participation will make a difference in the atmosphere of the class. Your participation will certainly make the class more interesting.

Computer/Telephone Use in the Classroom- Laptops/computers and telephones are not allowed to be used during class time unless you have prior approval from the Instructor

Instructor Arrival Policy – If your instructor is not in the classroom at 7:20 p.m., please wait 20 minutes before leaving.

Plagiarism- Plagiarism is unacceptable. The instructor will use the plagiarism software offered by the University to review papers submitted by the students. Please use correct guidelines when referencing materials. If you are unsure what the guidelines are- please see the Instructor.

Students are held to the standards of the George Mason University Honor Code. You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments.

REQUIRED READINGS

Goldblatt, CSEP, Dr. Joe, *Special Events: The Roots and Wings of Celebrations, 5th Edition*, (2007). Joe Wiley & Sons, Inc.

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			

EVALUATION

This course will be graded on a point system, with a total of 100 possible points.

Assignment	Grade	Weight	Points	Due Date
Assignments (Choose three @ 10% each)		30% (.30)		
- Site Visit Analysis		10% (.10)		W 4/14
-Event Critique		10% (.10)		One wk after event
- Issue Review Paper		10% (.10)		W 3/17
-Event Volunteer		10% (.10)		W 4/28
Attendance/Participation		10% (.10)		
Event Project		40% (.40)		
- Event Plan and Design		5% (.05)		W 2/10
- Event Administration		5% (.05)		W 2/24
- Event Coordination		5% (.05)		W 3/24
- Event Marketing/Sponsorship		5% (.05)		W 4/7
- Event Evaluation		5% (.05)		W 4/21
-Final Project Submission/Presentation		10% (.10)		W 4/28
-Peer Evaluation		5% (.05)		W 4/28
Midterm Exam		10%		W 3/3
Final Exam		10%		W 5/5
Total		100%		

TENTATIVE COURSE SCHEDULE

<i>Date</i>	<i>Topic/Activity</i>	<i>Reading</i>
W 1/20	Syllabus review and Introduction to Special Events	Ch. 1
W 1/27	Event Plan/Design	Ch. 2, Ch. 3 to pg. 302, Ch. 6 pgs. 195-198, Ch. 7 pgs. 237-255
W 2/3	Event Plan/Design Assignment Selection due	Ch. 2, Ch. 3 to pg. 302, Ch. 6 pgs. 195-198, Ch. 7 pgs. 237-255
W 2/10	NO CLASS- SNOW	
W 2/17	Event Administration Event Plan/Design Section Due- Informal presentation	Ch. 3 pgs. 106-111, Ch. 4, Ch. 5
W 2/24	Event Administration	Ch. 3 pgs. 106-111, Ch. 4, Ch. 5
W 3/3	Event Coordination Event Administration Section Due	Ch. 6, 7, 10, and Ch. 11 pgs. 343-350
W 3/10	NO CLASS SPRING BREAK	
W 3/17	Midterm Exam	
W 3/24	Event Coordination Issue Paper Due	Ch. 6, 7, 10, and Ch. 11 pgs. 343-350
W 3/31	Event Marketing/Sponsorships Event Coordination Section Due	Ch. 8 & 9
W 4/7	Event Marketing/Sponsorships	Ch. 8 & 9
W 4/14	Event Evaluation/Impacts Event Marketing/Sponsorship Due	Ch. 2 pgs. 59-61, Appendix pgs. 479-486
W 4/21	Event Evaluation/Impacts Site Visit Analysis Due	Ch. 2 pgs. 59-61, Appendix pgs. 479-486
W 4/28	International Events/ Review Wrap-up Event Evaluation/Impacts- Issue Paper Due	
W 5/5	Final Project Submissions and Presentations Event Volunteer Assignment Due	
5/10	Final Exam- 6:45-8:45 pm	

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>]
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ 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>