

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

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

DAY/TIME: M 4:30-7:10 p.m. LOCATION:
Robinson B 202
INSTRUCTOR: Tina Jones EMAIL ADDRESS: 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

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 for host community residents and tourists.

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 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	2/15
Event Plan and Design		10% (.10)	100	3/1
Final Project		20% (.20)	200	4/26
Project Presentation		5% (.05)	50	4/26
In-class Assignments, Homework and Attendance		15% (.15)	150	as assigned
Midterm		15% (.15)	150	3/15
Final		15% (.15)	150	5/10
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	January	25	Intro. to Special Events & Event Leadership	Chapter 1
M	February	1	Global Event Leadership Models/ Event Planning	Chapters 2, 3
M	February	8	Event Planning/ Human Resource Management/Time Management	Chapters 3, 4
M	February	15	Event Marketing/Sponsorship	Chapters 8, 9 Site Analysis Due
M	February	22	On-site Event Production/Logistics/Staging	Chapter 7
M	March	1	Budget/Financial Administration	Chapter 5 Event Plan & Design Due
M	March	8	Spring Break – no class	
M	March	15	Midterm Exam	
M	March	22	Vendor Contracts/Event Entertainment	Chapter 6
M	March	29	Legal, Ethical & Risk Management	Chapters 10, 11 Marketing & Sponsorship Draft Due
M	April	5	Event Evaluation	
M	April	12	Event Impacts/ADA Compliance	
M	April	19	Technology/Career Development	Chapters 12, 13
M	April	26	Group Presentations	Final Projects Due
M	May	3	Group Presentations	Final Projects Due
M	May	10	Final Exam, 4:30 – 7:15 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>]
- ❖ 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>