

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 220: Introduction to Events Management
Spring 2011

DAY/TIME: M 1:30-4:15 p.m. LOCATION: Science Technology II,
Rm. 15

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

OFFICE HOURS: By appointment

PREREQUISITES:
None

BLACKBOARD
COURSE POSTINGS

Our class uses Blackboard, Version 9.1 (Bb 9.1). Log in at <https://mymasonportal.gmu.edu/>. Please check blackboard prior to each class meeting to print out any handouts needed for class. Also, periodically, announcements will be posted in Blackboard.

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. **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. **Peer Evaluations** – You will complete peer evaluations pertaining to the event project. Any team member who receives consistently low peer evaluations may lose up to 100 points (no credit) on the final project and final project presentation. Your instructor will determine deduction amounts, if any, based on the team feedback.
5. **Midterm and Final Exams** – The midterm and final exams must be completed on the scheduled dates. Only documented absences will be considered for make-up exams.
6. **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. (2011). *Special events: A New Generation and the Next Frontier (Sixth Addition)*. 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 Presentations - Begin		10% (.10)	100	9/26
Event Plan and Design		10% (.10)	100	10/17
Site Visit Analysis		10% (.10)	100	10/31
Final Projects		20% (.20)	200	Groups 1-3 11/21 Groups 4-6 11/28 Groups 7-9 12/5
Final Project Presentations (Continued)		5% (.05)	50	Groups 1-3 11/21 Groups 4-6 11/28 Groups 7-9 12/5
In-class Assignments, Quiz, Homework and Attendance		15% (.15)	150	as assigned
Midterm		15% (.15)	150	10/17
Final		15% (.15)	150	12/19
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	29	Introduction to Special Events Class	Bring Your Book To Class!
M	September	5	Labor Day – No Class	
M	September	12	Intro. To Special Events & Event Leadership	Chapter 1, Group Assignments Due, Meet with Groups
M	September	19	Models of Global Planned Events & Developing & Implementing the Event Plan	Chapters 2 & 3
M	September	26	Event Leadership/ Human Resource Management/Time Management	Chapter 4 & Events Around the World Presentations begin
M	October	3	Advertising, Public Relations, Promotions & Sponsorships, Budget/Financial Administration; Mid-term Review	Event Plan & Design Due; Chapters 5 & 9
M	October	10	Columbus Day – No Class	Group Mtgs. Tue., Oct. 11th
M	October	17	Midterm Exam	Meeting With Professor Regarding Projects
M	October	24	Greener Events & Corporate Social Responsibility	Budget Assignment Due, Chapters 6 & 13
M	October	31	Managing Vendor Contracts & On-Site Event Production; Event Evaluation	Marketing Assignment Due, Site Visit Analysis Due, Chapter 7 & 8
M	November	7	Legal, Ethical & Risk Management	Evaluation Assignment Due, Chapters 11
M	November	14	Impacts/ADA Compliance	Group Meetings
M	November	21	Group Presentations (1 - 3)	Groups 1 – 3 Presentations

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	November	28	Group Presentations (4 – 6)	Groups 4 – 6 Presentations
M	December	5	Group Presentations (7 – 9); Final Exam Review	Groups 7 – 9 Presentations FINAL PROJECTS ARE DUE
M	December	12	Reading Day – NO CLASS!	
M	December	19	Final Exam, 1:30 – 4:15 p.m.	Good Luck !

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

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University 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 must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].

- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].

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