

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**

**TOUR 220.002 Introduction to Event Management**  
**Spring 2014**

DAY/TIME: W 4:30-7:10 p.m. LOCATION: Robinson Hall #A111

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**

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. 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.

NATURE OF COURSE DELIVERY – Face to Face

#### REQUIRED READINGS

Silvers, Julie Rutherford (2012). *Professional Event Coordination*. 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         | 2/19 (Groups will have different presentation dates)                                      |
| Event Plan and Design                               |       | 10% (.10)        | 100         | 2/19  |
| Site Visit Analysis                                 |       | 10% (.10)        | 100         | 3/19  |
| Final Project                                       |       | 20% (.20)        | 200         | All Due on 4/30   |
| Final Project Presentations                         |       | 5% (.05)         | 50          | 1 <sup>st</sup> Groups 4/16<br>2 <sup>nd</sup> Groups 4/23<br>3 <sup>rd</sup> Groups 4/30 |
| In-class Assignments, Quiz, Homework and Attendance |       | 15% (.15)        | 150         | as assigned   |
| <b>Midterm</b>                                      |       | <b>15% (.15)</b> | <b>150</b>  | <b>2/26</b>   |
| <b>Final</b>  |       | <b>15% (.15)</b> | <b>150</b>  | <b>5/7</b>  |
| <b>Total</b>  |       | <b>100%</b>      | <b>1000</b> |   |

**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+ = 97 – 100 | B+ = 87 – 89 | C+ = 77 – 79 | D = 60 – 69 |
| A = 94 – 96   | B = 84 – 86  | C = 74 – 76  | F = 0 – 59  |
| A- = 90 – 93  | B- = 80 – 83 | C- = 70 – 73 |             |

TENTATIVE COURSE SCHEDULE

| DATE |          |    | TOPIC   | READINGS/ASSIGNMENT DUE  |
|------|----------|----|---|--|
| W    | January  | 22 | Introduction to Event Mgmt. Class   | Bring Your Book To Class!  |
| W    | January  | 29 | Five Step Event Management Process, 10 Things to Consider for an Event Plan, Anatomy of an Event, Creating the Event Plan | Chapters 1 & 2<br>Class Handouts<br><b>Group Assignments &amp; Meetings</b>                                |
| W    | February | 5  | Developing the Event Site & Providing the Event Infrastructure<br><i>Vendor Presentation</i>                              | Chapters 3 & 4   |
| W    | February | 12 | Accommodating the Audience & Coordinating the Environment   | Chapter 5 & 6  |
| W    | February | 19 | Advertising, Public Relations, Promotions, Sponsorships, Budget/Financial Administration; <b>Mid-term Review</b>          | <b>Events Around the World Presentations Begin</b><br><b>Event Plan &amp; Design Due</b><br>Class Handouts |
| W    | February | 26 | <b>Midterm Exam</b>   |  |
| W    | March    | 5  | <b>SPRING BREAK</b>   |  |
| W    | March    | 12 | Fundamentals of the Production & Staging an Engaging Experience & Ancillary Programs                                      | Chapters 7, 8 & 9  |
| W    | March    | 19 | Food and Beverage Operations & Evaluations<br><i>Vendor Presentation</i>  | <b>Budget Assignment Due</b><br><b>Site Visit Analysis Due,</b><br>Chapters 10                             |
| W    | March    | 26 | Human Resources, Vendors and Volunteers   | <b>Marketing Assignment Due</b><br>Chapter 13  |
| W    | April    | 2  | Risk Management, Ethics & Contracts, American Disabilities Act<br><i>Vendor Presentation</i>                              | <b>Evaluation Assignment Due</b><br>Chapter 12   |
| W    | April    | 9  | <i>PCMA Panel Presentation</i>  | <b>Group Meetings</b>  |
| W    | April    | 16 | <b>Group Presentations (as assigned)</b>  | <b>Groups Presentations</b>  |
| W    | April    | 23 | <b>Group Presentations (as assigned)</b>  | <b>Groups Presentations</b>  |
| W    | April    | 30 | <b>Group Presentations (as assigned);<br/>Class Recap &amp; Final Exam Review</b>   | <b>Groups Presentations</b><br><b>FINAL PROJECTS ARE DUE</b>   |
| W    | May      | 7  | <b>FINAL EXAM!</b>  | <b>GOOD LUCK!!!</b>  |

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

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## GMU Policies

### *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- 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/policies/responsible-use-of-computing/>].
- 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.

### *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>].

**PROFESSIONAL BEHAVIOR:** Students are expected to exhibit professional behaviors and dispositions at all times.

**CORE VALUES COMMITMENT:** The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

