

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR 220: Introduction to Events Management (3)  
Spring 2014

DAY/TIME:	W 7:20-10:00pm	LOCATION:	Office of Student Involvement, The Hub Rm. 2300
INSTRUCTOR:	Lauren Long	EMAIL ADDRESS:	<a href="mailto:llong3@gmu.edu">llong3@gmu.edu</a>
OFFICE HOURS:	By appointment	PHONE NUMBER:	703.993.9176
		FAX NUMBER:	703.993.4566

PREREQUISITES:  
None

#### 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 POSTINGS

Our class will be part of a program that uses Blackboard LMS, called **Bb Learn 9.1 (Bb 9.1)** where you will be able to obtain course postings. Please check Bb before each class.

#### COURSE OVERVIEW

1. **Attendance** – Regular attendance is essential to your success in TOUR 220. Be sure to let your instructor know, after class, if you came in late so that you will not be counted as absent.
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 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 Project Assignments** – Each student will be working in small groups of 3-5 students to complete 2 major event projects and a final presentation. 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. **Instructor Arrival Policy** – If your instructor is not in the classroom at 9:00 a.m. please wait 20 minutes before leaving.
6. **Midterm and Final Exams** – The midterm and final exams must be completed on the scheduled dates.

**NATURE OF COURSE DELIVERY**

Face to face

**REQUIRED READINGS**

Silvers, Julia Rutherford (2012) Professional Event Coordination, 2<sup>nd</sup> Edition, Hoboken, New Jersey: John Wiley & Sons, Inc.

**EVALUATION**

<b>Assignment</b>	<b>Grade</b>	<b>Weight</b>	<b>Due Date</b>
Events Around the World Presentation		10% (.10)	as assigned
Site Visit Analysis		5% (.05)	2/19
Event Plan and Design		10% (.10)	2/26
Final Project		20% (.20)	4/30
Project Presentation		10% (.10)	4/30
In-class Assignments, Homework, Attendance, Class Participation		15% (.15)	as assigned
Midterm		15% (.15)	<b>3/5</b>
Final		15% (.15)	<b>5/7 - 7:30pm</b>
<b>Total</b>		100%	

**All written work must be typed, double spaced, 12pt, Times New Roman font.**

**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
W	January	22	Introduction to Special Events/ Role & Scope of Event Coordination	
W	January	29	Role & Scope of Event Coordination /Creating an Event Plan	Chapters 1 and 2
W	February	5	Developing the Event Site/ ADA Compliance	Chapter 3 Course Posting <b>Events Around the World Presentation</b>
W	February	12	Event Infrastructure/ Event Production	Chapters 4 and 7
W	February	19	Staging/Entertainment/Speakers Event Environment and Themes	Chapters 6 and 8 <b>Site Analysis Due</b>
W	February	26	Event Marketing and Sponsorship/ Accommodating the Audience	Chapter 5 <b>Event Plan and Design Draft Due</b>
W	March	5	<b>Midterm Exam</b> – Patriot Center visit	
W	March	19	Budget/Financial Administration/Food and Beverage Operations/	Chapter 10 Course Posting
W	March	26	Ancillary Programs/ Sustainable Success/	Chapter 9 and 15
W	April	2	Risk Management/Safe Operations/ Working with Event Vendors/Contracts	Chapter 12/13 <b>Marketing &amp; Sponsorship Draft due</b>
W	April	9	Volunteers and HR Management/ Knowledge Management	Chapter 13/14
W	April	16	Event Surveys/Event Evaluation/ Event Impacts	Course Postings/ <b>Budget Draft Due</b>
W	April	23	Tour of CFA/ Event Amenities & Awards	Chapter 11
W	April	30	<b>Group Presentations</b>	<b>Final Project Due</b>
W	May	7	Final Exam – 7:30pm-10:15	

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

## **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.

