

George Mason University
College of Education and Human Development
Hospitality, Tourism and Events Management

TOUR 220(DL2) - Introduction to Events Management
3 Credits, Fall 2016
Online

Faculty

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Prerequisites/Corequisites

None

University Catalog 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 Overview

Instructional techniques include directed readings, an on-site event venue analysis, short assignments, blogs, peer leader blog assignments, a comprehensive final event planning project, a midterm and a final examination.

Course Delivery Method

This course will be delivered online (76% or more) using Type in synchronous or asynchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on August 29, 2016.

Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
 - [Adobe Acrobat Reader: <https://get.adobe.com/reader/>]
 - [Windows Media Player: <https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>]
 - [Apple Quick Time Player: www.apple.com/quicktime/download/]

Expectations

- Course Week: Because asynchronous courses do not have a "fixed" meeting day, our week will start on Monday and finish on Saturday.
- Log-in Frequency:
Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 3 times per week.
- Participation: Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence: Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues: Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- Workload: Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.

- Instructor Support: Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette: The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- Accommodations: Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

- 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

Required Texts

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

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Assignments and Examinations**

Site Visit Analysis – *Students will be required to tour an event venue of their choice, have a meeting with the venue staff to learn more about the facility and events held there and prepare a written analysis which will include an introduction, descriptions of the venue and it's amenities, listing of events that*

<i>are held at the venue, a discussion of the advantages and challenges of the venue and a summary/conclusion</i>
<i>Peer Leader Assignment – Students will work in pairs to lead the Blog discussion for one of the chapters/topics. Students will research two engaging pieces of media that relate to the chapter, develop questions for the class that stimulate discussion and write a post-comment analysis.</i>
<i>Final Project – Each student will complete a comprehensive final event project in which they will design and plan a special event. Major components of the final project will include the event plan and design, marketing materials, budget, specific activities for the event program, event vendors, catering, a floor plan/site layout, risk management plan, production schedule, and a post-event survey.</i>
<i>Blogs/DRA's/Short Assignments – Students will participate in weekly blogs, complete directed reading assignments and short assignments on a weekly basis. These blogs and assignments must be turned in on time in order to receive credit. Late blog comments, DRA's and short assignments will not receive any credit.</i>
<i>Midterm Exam – covers course work from week 1 through week 7</i>
<i>Final – covers course work from week 8 through week 15</i>

- **Other Requirements**

Students are required to work together with their assigned partner for the peer leader blog assignment. Individual peer leader blog assignments will not be accepted. Students are expected to log in to the course throughout the week and participate in posting and reading weekly blog posts.

- **Course Performance Evaluation Weighting**

Assignment	Weight
Site Visit Analysis	10% (.10)
Peer Leader	10% (.10)
Final Project	25% (.25)
Blogs/DRA's/Short Assignments	25% (.25)
Midterm Exam	15% (.15)
Final	15% (.15)
Total	100%

- **Grading Policies**

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	

TOUR 220 CLASS POLICIES

1. **Online Participation, Blog Comments and Professionalism** – Ongoing, timely and professional online communication skills are essential to your success in Introduction to Events Management. Comments that are posted past the weekly due date will not receive credit. Inappropriate or unprofessional comments will not receive credit. For all blog assignments, you are required to comment on at least two of the postings made by your classmates.
2. **Directed Readings, Blog Assignments and Other Short Assignments** – Throughout the semester, you will regularly have directed readings, blog assignments and other short assignments. None of these assignments will be accepted late, nor can they be made up. Your lowest directed reading, blog assignment or short assignment grade will be dropped.
3. **Peer Leader Assignment** – For one course topic, you and a classmate will be the peer leaders. **Your materials should be submitted to your instructor no later than 9:00 a.m. on the Monday prior to the week that your discussion topic will be posted for comment.** You will receive up to a 20-point deduction for each day the assignment is late. After five days past your assignment due date, this assignment will not be accepted and you will receive no credit.
4. **Final Event Project** – Each student will complete a comprehensive final event project. This assignment will receive up to a 20-point deduction for each day the assignment is late. After one week past the due date, the event project assignment will not be accepted and you will receive no credit.
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.

Professional Dispositions

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: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.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/>).
- 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 Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

Class Schedule

Week	Topic / Activity	Readings
Week 1 8/29 – 9/3	Role and Scope of Event Coordination Student information sheet due Saturday 9/3 by 11pm Intro to special events/Directed reading assignment due Saturday 9/3 by 11pm Blog comments Saturday 9/3 by 11pm	Chapter 1
Week 2 9/6 – 9/10	Creating the Event Plan Directed reading assignment due Saturday 9/10 by 11pm Blog comments due Saturday 9/10 by 11pm	Chapter 2
Week 3 9/12 – 9/17	Developing the Event Site Peer leader approval due Monday 9/12 by 9am Directed reading assignment due Saturday 9/17 by 11pm Blog comments due Saturday 9/17 by 11pm	Chapter 3
Week 4 9/19 – 9/24	Providing the Event Infrastructure Peer leader approval due Monday 9/19 by 9am Directed reading assignment due Saturday 9/24 by 11pm Blog comments due Saturday 9/24 by 11pm	Chapter 4
Week 5 9/26 – 10/1	Accommodating the Audience Event Marketing Peer leader approval due Monday 9/26 by 9am Directed reading assignment due Saturday 10/1 by 11pm Blog comments due Saturday 10/1 by 11pm	Chapter 5 Course Postings
Week 6 10/3 – 10/8	Coordinating the Environment Peer leader approval due Monday 10/3 by 9am Directed reading assignment due Saturday 10/8 by 11pm Blog comments due Saturday 10/8 by 11pm Site Visit Analysis due Saturday, 10/8 by 11pm	Chapter 6
Week 7 10/11 – 10/15	Fundamentals of the Production Peer leader approval due Tuesday 10/11 by 9am Directed reading assignment due Saturday 10/15 by 11pm Blog comments due Saturday 10/15 by 11pm Midterm exam (Chapters 1-7 and all course postings) available Tuesday 10/11 to Friday 10/14	Chapter 7

Week 8 10/17 – 10/22	Staging an Engaging Experience Event Budgets Peer leader approval due Monday, 10/17 by 9am Directed reading assignment due Saturday 10/22 by 11pm Blog comments due Saturday 10/22 by 11pm	Chapter 8 Course Postings
Week 9 10/24 – 10/29	Ancillary Programs Event Sponsorship Peer leader approval due Monday, 10/24 by 9am Directed reading assignment due Saturday 10/29 by 11pm Blog comments due Saturday 10/29 by 11pm	Chapter 9 Course Postings
Week 10 10/31- 11/5	Food and Beverage Operations Peer leader approval due Monday 10/31 by 9am Directed reading assignment due Saturday 11/5 by 11pm Blog comments due Saturday 11/5 by 11pm	Chapter 10
Week 11 11/7 – 11/12	Safe Operations/Risk Management Peer leader approval due Monday 11/7 by 9am Directed reading assignment due Saturday 11/12 by 11pm Blog comments due Saturday 11/12 by 11pm	Chapter 12
Week 12 11/14 – 11/19	Knowledge Management and Event Evaluation Event Impacts Peer leader approval due Monday 11/14 by 9am Directed reading assignment due Saturday 11/19 by 11pm Blog comments due Saturday 11/19 by 11pm	Chapter 14 Course Postings
Week 13 11/21 – 11/22	Vendors & Volunteers Peer leader approval due Monday 11/21 by 9am Directed reading assignment due Tuesday 11/22 by 11pm Blog comments due Tuesday 11/22 by 11pm Final Project due Monday 11/21 by 11pm	Chapter 13 Course Postings
Week 14 11/28 – 12/3	Making Event Memories Directed reading assignment due Saturday 12/3 by 11pm Blog comments due Saturday 12/3 by 11pm	Chapter 11
Week 15 12/5 – 12/10	Sustainable Success Directed reading assignment due Saturday 12/10 by 11pm Blog comments due Saturday 12/10 by 11pm	Chapter 15
Week 15 Finals Week 12/13 – 12/15	Final Exam (Chapters 8-15 and all course postings) available Tuesday 12/13 – Thursday 12/15	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

