

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

TOUR 220 001 – Introduction to Events Management
3 Credits, Fall 2017
Wednesdays and Fridays, 9:00 a.m. – 10:15 a.m., Robinson Hall B208 =
FX campus

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

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. **Homework and directed reading assignments must be submitted through Blackboard by 9:00 a.m. on the due date.**
3. **Event Team Project Assignments** – Each student will be working in small groups of 4-5 students to complete a major event final project 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.

Course Delivery Method

This course will be delivered using a lecture format.

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**

Events Around the World Presentation - <i>Students will work individually or in pairs. Students select an event of their choice that takes place outside of the U.S. to research. Students will prepare a presentation for the class in order to expand their awareness and knowledge of events that take place around the world.</i>

Special Events Portfolio - <i>Students will work in small teams to create a yearly</i>

<i>special events portfolio. Students will create 2 special events per season for their community or client.</i>
<i>Final Project – Each team will complete a comprehensive final event project in which they will pick one event from their portfolio and plan that event from start to finish.</i>
<i>Final Project Presentation – Each team will give a presentation to the class outlining the event they have designed.</i>
<i>In-class Assignments, Homework and Attendance - Students are expected to participate in class. In-class assignments and homework assignments will be assigned regularly. These assignments must be turned in on time in order to receive credit. Late homework/assignments will not receive any credit.</i>
<i>Midterm Exam – covers all course material through week 7 (Chapter 1-7)</i>
<i>Final Exam – covers all course material from week 8-15 (Chapters 8-15)</i>

- **Course Performance Evaluation Weighting**

Assignment	Weight
Events Around the World	10% (.10)
Special Events Portfolio	10% (.10)
Final Project	20% (.20)
Final Project Presentation	10% (.10)
In-class Assignments, Homework and Attendance	20% (.20)
Midterm	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	

Professional Dispositions

See <https://cehd.gmu.edu/students/policies-procedures/>

Class Schedule

DATE			TOPIC	READINGS/ASSIGNMENT DUE
W	August	30	Introduction to Special Events	Chapter 1
F	September	1	Role & Scope of Event Coordination	Chapter 1 HW due by 9:00am
W	September	6	Creating an Event Plan	Chapter 2
F	September	8	Creating an Event Plan	Chapter 2 HW due by 9:00am
W	September	13	Developing the Event Site	Chapter 3
F	September	15	Developing the Event Site	Chapter 3 HW due by 9:00am
W	September	20	Event Infrastructure	Chapter 4
F	September	22	Event Infrastructure	Chapter 4 HW due by 9:00am
W	September	27	Accommodating the Audience/Marketing	Chapter 5/Course Postings
F	September	29	Accommodating the Audience/ADA Compliance	Chapter 5 HW due by 9 :00am
W	October	4	Eagle Bank Arena Tour – meet at EBA at 9:00 a.m.	
F	October	6	“A Day In the Life” Event Planners Panel	Chapter 6 HW due by 9:00am
W	October	11	Event Environment and Themes	Chapter 6 Events Portfolio Due by 9:00am
F	October	13	Event Production/Event Budgets	Chapter 7 HW due by 9:00am
W	October	18	Midterm Exam	
F	October	20	Staging/Entertainment/Speakers	Chapter 8 HW due by 9:00am
W	October	25	Ancillary Programs	Chapter 9
F	October	27	Event Sponsorship	Chapter 9 HW due by 9:00am
W	November	1	Food & Beverage Operations	Chapter 10 HW due by 9:00am
F	November	3	Safe Operations/Risk Management	Chapter 12 HW due by 9:00am
W	November	8	Knowledge Management	Chapter 14
F	November	10	Event Evaluation	Chapter 14 HW due by 9:00am
W	November	15	Event Impacts	

DATE			TOPIC	READINGS/ASSIGNMENT DUE
F	November	17	Vendors & Volunteers	Chapter 13 HW due by 9:00am
W	November	22	No Class – Thanksgiving Break	
F	November	24	No Class – Thanksgiving Break	
W	November	29	Making Event Memories	Chapter 11 HW due by 9:00am
F	December	1	Sustainable Success	Chapter 15 HW due by 9:00am Final Project Due
W	December	6	Group Presentations	
F	December	8	Group Presentations	
	December		Final Exam - TBA	

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

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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

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