

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

TOUR 220 DL2– Introduction to Events Management
3 Credits, Fall 2018
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 reading assignments, blog comments, peer leader blog assignments, a site visit analysis & interview, events around the world project, a midterm and a final examination.

Course Delivery Method

Welcome to TOUR 220 - Introduction to Events Management! This is a 15-week online course, which will be conducted exclusively on-line on Blackboard (BB). You will have 100% on-line delivery of the class material and examinations through Blackboard (BB). Students are required to spend time studying individually, but are also encouraged to work collaboratively with other students on assignments, projects and other learning activities. Working online requires dedication and organization. Students must check their GMU email and BB announcement messages on a *daily basis* and communicate any questions or problems that might arise promptly. In our online learning community, we must be respectful of one another. Please be aware that innocent remarks can be easily misconstrued. Sarcasm and humor can be easily taken out of context. When communicating, please be positive and diplomatic.

The course is taught in weekly increments (Week 1 through Week 15), **starting on Tuesdays and ending at 11:59pm on Mondays**, with the exception of the last session when the week will end at

11:59pm on Sunday, December 9, 2018. The course is running from Tuesday, August 27 through Sunday, December 9, 2018.

To get started, please review the ***Getting Started Link*** on the Course Welcome Page in BB. In that section, you will find a copy of the Syllabus, Student Resources, and a Course Orientation Quiz, which you must take as a tutorial. **You are required to visit all these areas and read them in detail.**

Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

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/]

Note: If you are using an employer-provided computer or corporate office for class attendance, please verify with your systems administrators that you will be able to install the necessary applications and that system or corporate firewalls do not block access to any sites or media types.

Expectations:

Course Week: Asynchronous (online) courses do not have a “fixed” meeting day, our week will start on **Tuesdays**, and finish on the following **Mondays**.

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. Daily is highly recommended so as to not miss any important instructor announcements/updates.

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. The professor will track this participation.

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 review their postings and responses carefully, 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

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

- 1) describe the scope and role of events management
- 2) recognize and apply relevant theories to the event management process
- 3) identify and evaluate potential events sites by establishing site specifications and selection criteria
- 4) determine appropriate products and service providers for catering needs
- 5) understand event sponsorship and be familiar with event budget categories
- 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) coordinate a multisensory environment, incorporating décor and themes that support event objectives
- 10) develop a strategy for creating and coordinating a comprehensive event experience

Required Texts

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

In addition to the text, I may be using some supplemental readings throughout the semester. The supplemental readings will help you become aware of the latest information in this constantly evolving field.

COURSE PERFORMANCE EVALUATION:

This course will be graded on a percentage system, with a total of 100 possible percentage points.

Item	Brief Description and Due Date	%
Attendance and Participation	Attendance is the same as Discussion Board Forum participation. Please see Discussion Forum (DBF) Participation Grading Rubric for detailed rules (two parts of the grade, worth 10% each, consisting of 7 weekly discussions).	20
Peer Leader Group Project	Please see DBF-Group Project details below. Seven Teams will present weeks 3 through 9	10
Site Visit Analysis & Interview	Due by 11:59 on Saturday, October 27	15
Events Around the World	Due by 11:59 on Saturday, November 17	15
Midterm Exam (week 1 to 7)	Please see details below. Due by 11:59 pm on Monday, October 15	20
Final Exam (week 8 to 15)	Please see details below. Due by 11:59 pm on Sunday, December 9	20
	TOTAL:	100

*Note: Faculty reserves the right to change the requirements for these assignments. Assignment types, due dates, and workload are non-negotiable. **Fieldwork experience is required.***

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	

ASSIGNMENT DESCRIPTION AND GRADING RUBRICS:

Attendance and Participation:

Participation in this class constitutes 20% of the grade and is required as this will contribute to the content quality of the class as well as to your intellectual benefit from it. Further, participation in the DB Forums is the only way to register attendance in the course.

Peer Leader Group Project – DB Facilitation:

The Group Project represents 10% of the grade. You will need to sign up to work with a team of students on CREATING AND FACILITATING the discussion forums during one of the available course sessions. Please see the open *Team Sign-up* discussion forum in *Discussions* on BB, where you can find the available Chapter/Week choices and where you can express your interests in working with a team on a given topic. After that, please self-assign to the group of your choice in *Groups* under *Tools*. Part of this assignment for your Team will be the creation of a Discussion Forum named Clipping. It will feature:

- (1) Selecting an article related to the reading assigned for the week;
- (2) Presenting the exact academic reference, copy of the article and the weblink (if any) for this article;
- (3) Sharing your personal impressions from that article;
- (4) Posting a question for the class based on the article's content; and facilitating a class discussion on the question responses or general impressions from the article. The article should be from an academic journal of your choice (you may see a list of possible journals in the Syllabus or below the course calendar in the word version of the syllabus).
- (5) Another part of the assignment is to read the book Chapter assigned for the week and decide on creating at least two other discussion forums with questions based on the chapter content.

Teams, please submit to me all discussion forums by Friday night at 11:59 pm on the week preceding the week of your facilitation. I will post the forums in BB after review. There is a Group Project Rubric posted in Grading Rubrics in *Syllabus and Documents* on BB.

Site Visit Analysis – The Site Visit Analysis represents 15% of the grade. 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 its amenities, listing of events that are held at the venue, a discussion of the advantages and challenges of the venue and a summary/conclusion.

Events Around the World Project – Events Around the World Project represents 15% of the grade. Each student will research a special event that takes place outside of the United States and put together a power point presentation to inform the class about the event. All event topics must be pre-approved by your instructor.

Midterm and Final Exams:

These two exams make up 40% of the grade. They are constructed by the author of the text-book and will cover only text-book material. The number of questions for the midterm exam will be between 50-75 questions (depending on chapter length and content). The final exam will be between 50-75 questions. *These tests will be timed and must be completed in one sitting.* Missing a test leads to an F for the exam and will NOT be compensated with another chance to receive a grade unless due to personal or family illness or emergency that must be communicated in advance and supported by a physician's note.

Grading Rubric for this category (based on an average of 20 questions):

All answers correct = A+; 3 wrong answers = B+; 7 wrong answers = C+
 1 wrong answer = A; 4 wrong answers = B; 8 wrong answers = C
 2 wrong answers = A-; 5-6 wrong answers = B-; 9-10 wrong answers = C-
 11 wrong answers = D+; 12 wrong answers = D; 13-15 wrong answers = D-;
 16+ wrong answers = F

- **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.

- **Events Around the World Assignment and Site Visit Analysis** – These two separate assignments will receive up to a 20-point deduction for each day the assignments are late.

After one week past the due date, this assignment will not be accepted and you will receive no credit.

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

TOUR 220 Tentative Schedule

Week	Topic / Activity	Readings
Week 1 Tuesday-8/28 Monday-9/3	Role and Scope of Event Coordination Student information sheet due Saturday 9/1 by 11pm Intro to special events/Directed reading assignment due Saturday 9/1 by 11pm Blog comments Saturday 9/1 by 11pm	Chapter 1
Week 2 Tuesday-9/4 Monday-9/10	Creating the Event Plan Directed reading assignment due Saturday 9/8 by 11pm Blog comments due Saturday 9/8 by 11pm	Chapter 2
Week 3 Tuesday-9/11 Monday-9/17	Developing the Event Site Peer leader approval due Tuesday 9/11 by 11pm Directed reading assignment due Saturday 9/14 by 11pm Blog comments due Saturday 9/14 by 11pm	Chapter 3
Week 4 Tuesday-9/18 Monday-9/24	Providing the Event Infrastructure Peer leader approval due Tuesday 9/18 by 11pm Directed reading assignment due Saturday 9/22 by 11pm Blog comments due Saturday 9/22 by 11pm	Chapter 4
Week 5 Tuesday-9/25 Monday-10/1	Accommodating the Audience Event Marketing Peer leader approval due Tuesday 9/25 by 11pm Directed reading assignment due Saturday 9/29 by 11pm Blog comments due Saturday 9/29 by 11pm	Chapter 5 Course Postings
Week 6 Tuesday-10/2 Monday-10/8	Coordinating the Environment Peer leader approval due Tuesday 10/2 by 9am Directed reading assignment due Saturday 10/6 by 11pm Blog comments due Saturday 10/6 by 11pm	Chapter 6
Week 7 Tuesday-10/9 Monday-10/15	Fundamentals of the Production Peer leader approval due Tuesday 10/9 by 11pm Directed reading assignment due Saturday 10/13 by 11pm Blog comments due Saturday 10/13 by 11pm Midterm exam (Chapters 1-7) available Tuesday 10/9 to Sunday 10/14	Chapter 7

Week 8 Tuesday-10/16 Monday-10/22	Staging an Engaging Experience Event Budgets Peer leader approval due Tuesday, 10/16 by 11pm Directed reading assignment due Saturday 10/20 by 11pm Blog comments due Saturday 10/20 by 11pm	Chapter 8 Course Postings
Week 9 Tuesday-10/23 Monday-10/29	Ancillary Programs Event Sponsorship Peer leader approval due Tuesday, 10/23 by 11pm Directed reading assignment due Saturday 10/27 by 11pm Blog comments due Saturday 10/27 by 11pm Site Visit Analysis due Saturday, 10/27 by 11pm	Chapter 9 Course Postings
Week 10 Tuesday-10/30 Monday-11/5	Food and Beverage Operations Peer leader approval due Tuesday 10/30 by 11pm Directed reading assignment due Saturday 11/3 by 11pm Blog comments due Saturday 11/3 by 11pm	Chapter 10
Week 11 Tuesday-11/6 Monday-11/12	Safe Operations/Risk Management Peer leader approval due Tuesday 11/6 by 11pm Directed reading assignment due Saturday 11/10 by 11pm Blog comments due Saturday 11/10 by 11pm	Chapter 12
Week 12 Tuesday-11/13 Monday-11/19	Knowledge Management and Event Evaluation Event Impacts Peer leader approval due Tuesday 11/13 by 11pm Directed reading assignment due Saturday 11/17 by 11pm Blog comments due Saturday 11/17 by 11pm Events Around the World due Saturday 11/17 by 11pm	Chapter 14 Course Postings
Week 13 Tuesday-11/20 Monday-11/26	Thanksgiving Break (11/21-11/25) ENJOY YOUR BREAK!	
Week 14 Tuesday-11/27 Monday-12/3	Vendors & Volunteers Peer leader approval due Tuesday 11/27 by 11pm Directed reading assignment due Saturday 12/1 by 11pm Blog comments due Saturday 12/1 by 11pm	Chapter 13 Course Postings
Week 15 Tuesday 12/4 Sunday-12/9	Making Event Memories Sustainable Success Directed reading assignment due Saturday 12/8 by 11pm Blog comments due Saturday 12/8 by 11pm	Chapter 11 Chapter 15
Final Exam Week	Final Exam (Chapters 8-15) available Wednesday 12/12 to Friday 12/14	

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

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/>.
- 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 Student Support and Advocacy Center 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/>.