

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

TOUR 220 (001) – Introduction to Events Management
3 Credits, Fall 2018
Wednesdays and Fridays, 9:00 a.m. – 10:15 a.m., Robinson Hall B224

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 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 3-4 students to complete a final event 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. explain the key elements of event operations
4. recognize the importance of contracts and understand the basic contractual requirements for events
5. understand sources of event funding and how to secure such funding
6. articulate key financial terminology that is often applied to events and understand common methods of event budgeting
7. describe marketing planning components
8. describe the role of event sponsorship and understand the process of attracting and managing event sponsors
9. Understand the role, scope and characteristics of the different event sectors
10. effectively apply risk management practices
11. describe and pinpoint event impacts

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>

Final Project – <i>Each team will complete a comprehensive final event project in</i>

<i>which they design and plan an 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 Presentation	15% (.15)
Final Group Project	20% (.20)
Final Group Project Presentation	10% (.10)
In-class Assignments, Homework and Attendance	20% (.20)
Midterm	15% (.15)
Final	20% (.20)
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/polices-procedures/>

Class Schedule

DATE			TOPIC	READINGS/ASSIGNMENT DUE
W	August	29	Course Introduction	Chapter 1
F	August	31	Introduction to Events Management	Chapter 2
W	September	5	Event Project Management	Chapter 2, HW #1 due
F	September	7	Event Design and Production	Chapter 3
W	September	12	Event Operations	Chapter 4, HW #2 due
F	September	14	<i>Guest Speaker: Michelle Samuel, Client Solutions Director, Freeman</i>	Chapter 3
W	September	19	Event Operations	Chapter 4, HW #3 due
F	September	21	<i>PCMA Panel - "A Day in the Life"</i> <i>Event Planners Panel</i>	Chapter 4
W	September	26	Event Human Resource Management	Chapter 5, HW #4 due
F	September	28	Event Finance	Chapter 6
W	October	3	Eagle Bank Arena Tour – meet at EBA at 9:00 a.m.	HW #5 due
F	October	5	Event Finance	Chapter 6
W	October	10	Event Marketing	Chapter 7, HW #6 due
F	October	12	Event Marketing	Chapter 7
W	October	17	Midterm Exam (Chapters 1-7)	HW #7 due
F	October	19	Event Health, Safety and Risk Management Sporting Events	Chapter 8
W	October	24	Event Health, Safety and Risk Management	Chapter 8, HW #8 due
F	October	26	Sporting Events	Chapter 9
W	October	31	Mega-Events	Chapter 10, HW #9 due
F	November	2	Events in the Public and Third Sectors	Chapter 11
W	November	7	Corporate Events	Chapter 12, HW #10 due
F	November	9	Cultural Events and Festivals	Chapter 13
W	November	14	Event Impacts, Sustainability and Legacy	Chapter 14, HW #11 due
F	November	16	Event Impacts, Sustainability and Legacy	Chapter 14
W	November	21	No Class – Thanksgiving Break	

DATE			TOPIC	READINGS/ASSIGNMENT DUE
F	November	23	No Class – Thanksgiving Break	
W	November	28	Events and the Media	Chapter 15, HW #12 due
F	November	30	Events and the Media	Chapter 15
W	December	5	Group Presentations	Final Group Project Due
F	December	7	Group Presentations /Course Wrap-up	
	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://coursesupport.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/>.