

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

TOUR 220 A01 – Introduction to Events Management
3 Credits, Summer 2018
Online

Faculty

Name: Dr. Seungwon “Shawn” Lee
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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, peer leader blog assignment, a comprehensive final event project, a midterm and a final examination.

Course Delivery Method

This course will be delivered online (76% or more) using [select either a synchronous or an asynchronous] format via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on Monday, May 21, 2018

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: [Add or delete options, as desire.]
 - 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 **5 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 via telephone or web conference to discuss course requirements, content or other course-related issues. 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

Goldblatt, Joe (2014). *Special Events: Creating and Sustaining a New World for Celebration*, 7th 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).

- **Assignments and/or Examinations**

Module	Assignment	Due	Weight
Textbook	Direct Reading Assignments – Students will complete directed reading assignments of 2 chapters on a weekly basis. These assignments must be turned in on time in order to receive credit. Late DRA’s will not receive any credit.	End of each class week, noon	20% (.20)
Student-centered learning	Peer Chapter Leader Assignment (PCLA) – 12 Students will work <i>individually</i> and are <i>*pre-assigned to a specific chapter (3~10, see your assigned chapter in the schedule)</i> to lead the discussions. Students will select a CURRENT event/case study related to the chapter (Global, National, Regional, and Local level and <i>a pre-approval*</i> required by Dr. Lee by the given due date) then share its link with class; develop 1 question for the class that stimulate discussion and provide a post-comment analysis/summary. Dr. Lee will lead ch. 1 & 2 as a demonstration of how to facilitate “Peer Chapter Leader Assignments”	Case study pre-approval due date Ch.3 & 4 : 5/25 (Sat), Ch. 5 & 6: 5/31 (Fri), Ch. 7 & 8: 6/7 (Fri), Ch. 9 & 10: 6/14 (Fri.) All by Noon	15% (.15)
	Participation to Peer Chapter Leader Assignment: All, but the leaders of PCLA must answer questions and leave a minimum 1 comment to others’ answer by the given due date (see schedule)		5% (.05)
	Current Status of the Event Industry: Students, <i>as a group</i> (the same assigned chapters in a schedule table) will research current statistics of the assigned chapter contents and share with the class. Dr. Lee will provide a list of statistics to research for an update.	6/10 (Mon) Noon	15% (.15)
Exams	Midterm exam – covers course work from chapters 1-5 and video interviews and video interviews of chapters	6/6 (Thurs.) 9 am~ 6/7 (Fri.) noon	20% (.20)
	Final exam – covers course work from chapters 6-10 and video interviews of chapters	6//19 (Wed.), 9am ~ 6/21 (Fri.) noon	20% (.20)

	Total		100%
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• **Other Requirements**

1. **Online Participation, PLCA 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 PLCA assignments, you are required to comment on at least two of the postings made by your classmates. When you are the blog peer leader, you are required to comment on all initial comments made by your classmates.
2. **Directed Readings Assignments** – Throughout the semester, you will regularly have directed readings. None of these assignments will be accepted late, nor can they be made up.
3. **Peer Chapter 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 11:00 p.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.
4. **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.

• **Grading**

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

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

Class Schedule

Week	Topic / Activity	Readings
Week 1 5/20 (Mon.) – 5/25 (Sat.)	Ch.1 Introduction/Welcome to the Changing World of Special Events Ch. 2 Models of Sustainable Event Leadership <ul style="list-style-type: none"> • Self-introduction due 5/22 (Wed.) 11 pm • Peer Chapter Leader Assignments lead by Dr. Lee: All students MUST post their answers by 5/23 (Thurs..) noon and minimum 1 comment on others by 5/24 (Fri) noon. <p>The leader, Dr. Lee will provide a post-comment analysis/summary by 5/25 (Sat.) noon.</p>	Chapter 1 Chapter 2

	<ul style="list-style-type: none"> Directed reading assignments (ch.1 & 2) due 5/25 (Sat.) noon Watch the Global Event Thought Leader Interviews (2 min. each) – Arnold Guanco & Frank Supovitz 	
Week 2 5/27 (Mon.) – 6/1 (Sat.)	<p>Ch. 3 Composing the Event Plan Ch. 4 Human Resources and Time Management</p> <ul style="list-style-type: none"> Peer Chapter Leader Assignments lead by students #1. All students MUST post their answers by 5/29 (Wed.) noon and minimum 1 comment on others by 5/30 (Thurs.) noon <p>Each leader will individually provide a post-comment analysis/summary by 6/1 (Sat.) noon</p> <ul style="list-style-type: none"> Directed reading assignments #2 due 6/1 (Sat.) noon Watch the Global Event Thought Leader Interviews (2 min. each) – Patti Coons & Terry Singleton 	Chapter 3 Chapter 4
Week 3 6/3 (Mon.) – 6/8 (Sat.)	<p>Ch. 5 Sustainable Financial Leadership Ch. 6 Vendor Partners, Contracts, and On-Site Production</p> <p>Midterm exam (Chapters 1-5) available Thursday 6/6 9am to Friday 6/7, noon</p> <ul style="list-style-type: none"> Peer Chapter Leader Assignments lead by students #2. All students MUST post their answers by 6/5 (Wed.) noon and minimum 1 comment on others by 6/6 (Thurs.) noon. <p>Each leader will individually provide a post-comment analysis/summary by 6/8 (Sat.) noon</p> <ul style="list-style-type: none"> Directed reading assignments #3 due 6/8 (Sat.) noon. Watch the Global Event Thought Leader Interviews (2 min. each) – Lena Malouf & Michael Loshin. 	Chapter 5 Chapter 6
Week 4 6/10 (Mon.)– 6/15 (Sat.)	<p>Ch.7 Marketing and Integrated Communications Technology Ch. 8 Risk Management</p> <ul style="list-style-type: none"> Peer Chapter Leader Assignments lead by students #3. All students MUST post their answers by 6/12 (Wed.) noon and minimum 1 comment on others by 6/14 (Thurs) noon <p>Each leader will individually provide a post-comment analysis/summary by 6/15 (Sat.) noon.</p> <ul style="list-style-type: none"> Directed reading assignments #4 due 6/15 (Sat.) noon Watch the Global Event Thought Leader Interviews (2 min. each) – Deborah Borsum & Robert Sivek & Martin Van Keken 	Chapter 7 Chapter 8
Week 5 6/17 (Mon.)– 6/21(Fri.)	<p>Ch.9 Virtual Events Ch. 10 Virtual Events</p> <p>Final Exam (Chapters 5-10) available Thursday 6/20, 9am to Friday 6/21, noon.</p>	Chapter 9 Chapter 10

	<ul style="list-style-type: none"> • Peer Chapter Leader Assignments lead by students #4. All students MUST post their answers by 6/19 (Wed.) noon and minimum 1 comment on others due 6/20 (Thurs.) noon • Directed reading assignments #5 due 6/21 (Fri.) noon • Watch the Global Event Thought Leader Interviews (2 min. each) – Carol McKibben & Richard Aaron 	
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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/>.
- The Writing Center 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 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 & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. 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://ssac.gmu.edu/make-a-referral/>.

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

(randomly).

Chapter	Peer Leaders	Media and Questions Approval Due Date	Posting Due Date	Blog Comments Due Date	Post-Comment Analysis Due Date
5	Dr. Lee	5/24	5/29	6/2	6/4
6	N/A	5/24	5/29	6/2	6/4
8	Thomas	5/31	6/4	6/9	6/11
9	Leilani	5/31	6/4	6/9	6/11
10	Kristine	6/5	6/11	6/16	6/18
12	Alexis Dr. Lee	6/5	6/11	6/16	6/18
11	Yasmine	6/12	6/18	6/20	6/22
14	Walter Kristen	6/12	6/18	6/20	6/22

