TOUR 220 DL2 – Introduction to Events Management
3 Credits, Spring 2019
Online

Faculty
Name: Tina Jones
Office hours: by appointment
Office location: Thompson Hall, 1501
Office phone: 703-993-2062
Email address: tjonesq@gmu.edu

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, a site visit analysis & interview, events around the world project, a midterm and a final examination.

Course Delivery Method

This course will be delivered online (76% or more) using an 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 or before Tuesday, January 22, 2019 at 9:00 a.m.

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/]

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

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

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.

Assignments and Examinations

Site Visit Analysis – *Students will be required to tour an approved event venue, 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 – *Each student will research a special event that takes place outside of the United States and put together a slide presentation to inform the class about the event. All event topics must be pre-approved by your instructor.*

Blogs – *Students will participate in weekly blogs. Students are required to answer the blog questions and then comment on at least 2 of their classmates' posts. Blog assignments must be turned in on time in order to receive credit. Late blog responses and comments will not receive any credit.*

Directed Reading Assignments - *Students will be required to submit directed reading assignments for each chapter in the textbook. Directed reading assignments must be turned in on time in order to receive credit. Late submissions will not receive any credit.*

Midterm Exam – *covers course work from chapters 1-6*

Final Exam – *covers course work from chapters 7-12*

Other Requirements

Directed Readings, Blog Assignments and Other Short Assignments – Throughout the semester, you will regularly have directed reading assignments and weekly blog assignments. Additional short assignments may be assigned as well. None of these assignments will be accepted late, nor can they be made up.

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.

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.

Course Performance Evaluation Weighting

Assignment	Weight
Site Visit Analysis & Interview	15% (.15)
Events Around the World	15% (.15)
Blogs	15% (.15)
Directed Reading Assignments	15% (.15)
Midterm Exam	20% (.20)
Final Exam	20% (.20)
Total	100%

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	Topics / Activities	Readings
Week 1 1/22 – 1/26	Introduction/Welcome to the Changing World of Special Events • Information sheet due Saturday 1/26 by 11 p.m. • Introduction to Special Events assignment due Saturday 1/26 by 11 p.m. • Blog comments due Saturday 1/26 by 11 p.m. • Watch the Global Event Thought Leader Interview – Arnold Guanco	Chapter 1
Week 2 1/28 – 2/2	Models of Sustainable Event Leadership • Directed reading assignment (chapters 1 & 2) due Saturday 2/2 by 11 p.m. • Blog comments due Saturday 2/2 by 11 p.m. • Watch the Global Event Thought Leader Interview – Frank Supovitz	Chapter 2
Week 3 2/4 – 2/9	Composing the Event Plan • Blog comments due Saturday 2/9 by 11 p.m. • Watch the Global Event Thought Leader Interview – Patti Coons	Chapter 3
Week 4 2/11 – 2/16	Human Resources and Time Management • Directed reading assignment (chapters 3 & 4) due Saturday 2/16 by 11 p.m. • Blog comments due Saturday 2/16 by 11 p.m. • Watch the Global Event Thought Leader Interview – Terry Singleton	Chapter 4
Week 5 2/18 – 2/23	Sustainable Financial Leadership • Blog comments due Saturday 2/23 by 11 p.m. • Watch the Global Event Thought Leader Interview – Lena Malouf	Chapter 5
Week 6 2/25 – 3/2	Vendor Partners, Contracts, and On-Site Production	Chapter 6

	• Directed reading assignment (chapters 5 & 6) due Saturday 3/2 by 11 p.m. • Blog comments due Saturday 3/2 by 11 p.m. • Watch the Global Event Thought Leader Interview – Michael Loshin	
Week 7 3/4 – 3/9	Midterm Exam • Blog comments due Saturday 3/9 by 11 p.m. • **Midterm (Chapters 1-6) available Tuesday 3/5 to Friday 3/8**	
3/11 – 3/16	Spring Break	
Week 8 3/18 – 3/23	Marketing and Integrated Communications Technology • Blog comments due Saturday 3/23 by 11 p.m. • Watch the Global Event Thought Leader Interview – Deborah Borsum & Robert Sivek • **Site Visit Analysis due Saturday 3/23 by 11:00 p.m.**	Chapter 7
Week 9 3/25 – 3/30	Risk Management • Directed reading assignment (chapters 7 & 8) due Saturday 3/30 by 11 p.m. • Blog comments due Saturday 3/30 by 11 p.m. • Watch the Global Event Thought Leader Interview – Martin Van Keken	Chapter 8
Week 10 4/1 – 4/6	Virtual Events • Blog comments due Saturday 4/6 by 11 p.m. • Watch the Global Event Thought Leader Interview – Carol McKibben	Chapter 9
Week 11 4/8 – 4/13	Career Growth and Sustainable Development • Directed reading assignment (chapters 9 & 10) due Saturday 4/13 by 11 p.m. • Blog comments due Saturday 4/13 by 11 p.m. • Watch the Global Event Thought Leader Interview – Richard Aaron	Chapter 10
Week 12 4/15 – 4/20	Global, National, Regional, and Local Best Practices in Event Leadership • Blog comments due Saturday 4/20 by 11 p.m. • Watch the Global Event Thought Leader Interview – Peter Cwalino • **Events Around the World presentation due Monday 4/15 by 11:00 p.m.**	Chapter 11
Week 13 4/22 – 4/27	Event Management Experiences & Mini Case Studies • Directed reading assignment (chapters 11 & 12) due Saturday 4/27 by 11 p.m. • Blog comments due Saturday 4/27 by 11 p.m. • Watch the Global Event Thought Leader Interview –	Chapter 12

	Tim Lundy • Review the EATW presentations	
Week 14 4/29 – 5/4	• Blog comments due Saturday 5/4 by 11 p.m. • Watch the Global Event Thought Leader Interview – Joe Van Eron • Review the EATW presentations	
Week 15 5/6 -5/10	• **Final exam (Chapters 11-24) available Wednesday 5/8 to Friday 5/10**	

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 https://catalog.gmu.edu/policies/honor-code-system/).

- 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 https://ds.gmu.edu/).

- Students must silence all sound emitting devices 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/ .

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