

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

TOUR 220 001 – Introduction to Events Management
3 Credits, Spring 2020
Wednesdays, 4:30 pm ~7:10 pm, Krug Hall #204

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.
3. **Event Analysis Assignment** – Each student will be working to complete an event analysis project and a final presentation. Any assignment that is handed in late will receive half credit.
4. **Site Visit Analysis** – Students will receive up to a 20-point deduction for each day the assignment is late. After one week past the due date, this assignment will not be accepted and you will receive no credit.

5. **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 Delivery Method

This course will be delivered using a lecture format and online learning activities.

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. recognize the importance of contracts and understand the basic contractual requirements for events
4. understand event sponsorship and be familiar with event budget categories
5. describe marketing planning components for events
6. effectively apply risk management practices
7. identify and evaluate potential events sites
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 (e.g., Blackboard, Tk20, hard copy).

- **Assignments and Examinations**

Assignment	Due date
Site Visit Analysis – <i>Students will be required to tour an approved event venue and interview a venue staff member to learn more about the facility and events held there and prepare a written analysis.</i>	3/16 (Mon) Noon via Bb
Final Project – <i>Each student will complete a comprehensive Event Around The World</i>	4/27 (Mon) Noon via Bb
Final Project Presentation – <i>Each student will give a presentation to the class which gives an overview of the event they have designed.</i>	4/29 (Wed)

In-class Assignments, Homework and Attendance - <i>Students are expected to participate in both in-class and online learning activities. In-class assignments and homework assignments will be assigned regularly. Late homework/assignments will not receive any credit.</i>	
Midterm Exam – covers all course material through week 6 (Chapter 1-5)	
Final Exam – covers all course material from weeks 7-14 (Chapters 6-10)	

EVALUATION

This course will be graded on a point system, with a total of 400 possible points.

Format	Type	Points	Due Date
F2F	Attendance	30	Each class
F2F	Attitude (device usage)	10	
F2F	Midterm	100	March 3 (Wednesday)
F2F	In-class assignment & Quizzes	10	
Bb/Visit	Site Visit Analysis & Interview (Individual)	40	Details to be announced in the class and Bb Due by 3/16 (Mon).
Bb	Discussion Facilitation Assignment (individual) via Bb	30	Lead class discussion on event industry news related to course chapter/content
F2F	Event Around The World & presentation	60	As announced during the semester
Bb	Weekly e-Journal (10 submissions/ each 2 point) via Bb	20	Every week (Due by Friday Noon)
F2F	Final Exam	100	May 6 (Wednesday), 4:30 pm –7:10 pm
	Total	400	

Attendance

Each absence that is not excused by a professor in advance will reduce 5 points from your attendance score of 30. If a student misses more than 6 classes (30 points deduction), additional 5 points per each additional absence will be deducted from the final score of course without a limit.

- Up to 1 absences will NOT be penalized.
- Excuses to miss class will be considered only when family or health emergency occurs and only that

is documented.

- Leaving class early due to a special occasion should be notified to your instructor prior to the beginning of classes. Attendance credit will be given based on the length of hours stayed in a class.

It will be the student’s responsibility to sign in on attendance sheets for each class.

Attitude:

Cell phones must be turned off or silenced during class. Unless required due to documented disability, laptop computers may NOT be used or turned on during class meetings excluding assigned activities. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited. **Students receiving telephone calls or texting will get zero for attitude grade. Eating should not be allowed in the classroom.** It is a distraction to the teaching and learning process and results in a mess in the classroom. Students should be allowed to bring water bottles in the classroom though. **Violation of basic rules above will result in zero for attitude grade.**

e-participation

Every week, students will submit a weekly blog on the posted articles and questions by peer student leader via Blackboard – **Any late submission will not be accepted.** Minimum of 2 postings are required.

Exams

Mid-term and Final exam will be only given on the specified date. Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor’s note. **NO makeup exam will be given due to a pre-scheduled travel reason.**

	Weighted (%)	Raw		Weighted (%)	Raw		Weighted (%)	Raw		Weighted (%)	Raw
A+	= 97-100	388-400	B	= 88 –89.9	352 - 359	C+	= 78 –79.9	312-319	D	= 60 –69.9	240-279
A	= 94 – 96.9	376 – 387	B	= 84 –87.9	336-351	C	= 74 –77.9	296-311	F	= 0 – 59.9	239 and lower
A-	= 90 – 93.9	360-375	B	= 80 –83.9	320-335	C-	= 70 –73.9	280 - 295			

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Professional Dispositions

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

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

Class Schedule

DATE			TOPIC	READINGS/ASSIGNMENT DUE
W	January	22	Course Introduction	
W	January	29	Welcome to the Changing World of Special Events	Chapter 1 Information Sheet due
W	Feb	5	Models of Sustainable Event Leadership	Chapter 2 DFA #1 blog Due: 2/7 (Fri) Noon
W	Feb	12	Composing the Event Plan	Chapter 3
W	Feb	19	Human Resources and Time Management	Chapter 4 DFA #2 blog Due: 2/26 (Fri) Noon
W	Feb	26	Sustainable Financial Leadership & exam review	Chapter 5 DFA #3 blog Due: 2/28 (Fri) Noon
W	March	4	Sustainable Financial Leadership & Midterm Exam (Chapters 1-5)	DFA #4 blog Due: 3/6 (Fri) Noon
W	March	11	NO CLASS (spring break)	
W	March	18	Vendor Partners, Contracts, and On-Site Production <i>Guest speaker #1</i>	Chapter 6 Site Visit Analysis Due: 3/16 (Mon) Noon DFA #5 blog Due: 3/18 (Fri) Noon
W	March	25	Marketing and Integrated Communications Technology	Chapter 7 DFA #6 blog Due: 3/27 (Fri) Noon
W	April	1	Risk Management <i>Guest speaker #2</i>	Chapter 8 DFA #7 blog Due: 4/3 (Fri) Noon
W	April	8	Virtual Events	Chapter 9 DFA #8 blog Due: 4/10 (Fri) Noon
W	April	15	Career Growth and Sustainable Development	Chapter 10 DFA #9 blog Due: 4/17(Fri) Noon

DATE			TOPIC	READINGS/ASSIGNMENT DUE
W	April	22	Global, National, Regional, and Local Best Practices Development	Chapter 11 DFA #10 blog Due: 4/24 (Fri) Noon
W	April	29	Event Around The World (EATW) Presentation	EATW Due: 4/27 (Mon) Noon
W	May	6	Final Exam	

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://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/> .



