

**George Mason University**  
**College of Education and Human Development**  
**School of Sport, Recreation and Tourism Management**  
**Tourism and Events Management**

TOUR 220 A01 – Introduction to Events Management  
3 Credits, Summer 2020  
Online

**Faculty**

Name: Dr. Seungwon “Shawn” Lee  
Office Hours: Online or by appointment  
Office Location: N/A  
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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, June 1, 2020

**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/](http://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*, 7<sup>th</sup> 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). *No late submission will be accepted unless a pre-arrangement is made.*

- **Assignments and/or Examinations**  
(Grading rubric per each assignment will be posted on the Bb)

Module	Assignment	Due	Weight	
Textbook	<p><b>Direct Reading Assignments (DRA)</b> – 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.</p> <p>→ DRAs are the best preparation for the mid and final exams</p>	Friday of each class week, 11:59 pm	Each 6 point (total of 30 point)	15%
Student-centered learning	<p><b>Peer Chapter Leader Assignment (PCLA)</b> – 10 Students will be assigned into 5 groups (2 students per each group, randomly assigned by Dr. Lee for a class efficiency) and are <i>*pre-assigned to a specific chapter (1~10, see your assigned chapter in the schedule)</i> to lead the discussions. Students will select a <b>CURRENT</b> event/news related to the chapter (Global, National, Regional, and Local level and <b>a pre-approval**</b> of materials required by Dr. Lee by the given due date) then share its link with class; develop 2 question for the class (Dr. Lee will add one more question) that stimulate discussion, leave comments on ALL students' answers and provide a <b>post-comment analysis/summary (due by Saturday 11:59 pm of the assigned week)</b>.</p> <p>You will receive a 20% point deduction for each day the submission of articles and questions and/or the summary is late.</p> <p><i>Dr. Lee will help first group who will lead ch. 1 &amp; 2 as it is a first time activity to the group 1.</i></p>	<p><b>** Article/news pre-approval due date:</b> Ch1 &amp; 2 ; Dr. Lee will provide some sample articles on 6/1 (Mon) to group 1 to work with; Ch.3 &amp; 4 : 6/5 (Fri); Ch. 5 &amp; 6: 6/12 (Fri); Ch. 7 &amp; 8: 6/19 (Fri); Ch. 9 &amp; 10: 6/26 (Fri.); All due by 11:59 pm for Dr. Lee's review → Submission: Google Doc link will be shared</p>	25 point	12.5%
			15 point	7.5%

	<b>Participation to Peer Chapter Leader Assignment:</b> All, but the leaders of PCLA must answer questions and leave a minimum 2 comment to others' answer by the given due date (see schedule)		(3 point each for 5 weeks)	
Event analysis/re search activity	<b>Project (Individual)</b> – <i>Each student will complete a comprehensive Event Around The World PPT</i> <b>And</b> <b>LIVE Project Presentation</b> – <i>Each student will give a presentation to the class which gives an overview of the event they have designed via WebEx</i>	A topic MUST be pre-approved by Dr. Lee no later than 6/12 (Fri)  PPT due date: 6/30 (Tue) 11:59 pm  <b>LIVE presentation: 7/1 (Wed) 4pm ~5:30 pm (Time may be modified after a class survey)</b>	40 point	20%
Exams	<b>Midterm exam</b> – <i>covers course work from chapters 1-5 ( A study guide will be provide)</i>	6/17 (Thurs.) 9 am~ 6/18 (Fri.) 11:59 pm	45 point	22.5%
	<b>Final exam</b> – <i>covers course work from chapters 6-10 ( A study guide will be provide)</i>	7/2 (Thurs.), 9am ~ 7/3 (Fri.) 11:59 pm	45 point	22.5%
	<b>Total</b>		200	100%

- **Key class rules**

1. **Proactive participation and Professionalism** – Ongoing, timely and professional online communication skills are essential to your success in TOUR 220. Inappropriate or unprofessional comments will not receive credit.
2. **Midterm and Final Exams** – The midterm and final exams must be completed on the scheduled dates. Only documented MEDICAL absence will be considered for a make-up exam.

- **Grading**

**Grading Scale**

A+ = 194 –200	B+ = 174 – 179.9	C+ = 154 – 159.9	D = 120 – 139.9
A = 188 – 193.9	B = 168 – 173.9	C = 148 – 153.9	F = 0 – 119.9
A- = 180 – 187.9	B- = 160 – 166.9	C- = 140 – 147.9	

**Professional Dispositions**

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

**Class Schedule**

(ALL due times are 11:59 pm.)

Week	Topic / Activity	Readings
Week 1 6/1 (Mon.) – 6/5 (Fri.)	<p>Ch.1 Introduction/Welcome to the Changing World of Special Events Ch. 2 Models of Sustainable Event Leadership</p> <p><b>6/2 (Tue) 4:30 pm ~5:30 pm: Online course Q&amp;A session</b> (on the Blackboard discussion board) – A text based LIVE session for any question about the course and syllabus. Love participation is encouraged, but students can access it at a later time if cannot join it.</p> <ul style="list-style-type: none"> <li>• Self-introduction due by 6/2 (Tue.)</li> <li>• Peer Chapter Leader Assignments (PCLA): ONLY the PCLA leaders: lead by Group 1 (Proctor and Maia) with Dr. Lee and will post a post-comment analysis/summary by 6/6 (Sat.)</li> </ul> <p>All other students MUST post their answers no later than 6/4 (Thurs.) and minimum 2 comment on others by 6/5 (Fri).</p> <ul style="list-style-type: none"> <li>• Directed reading assignments (ch.1 &amp; 2) due 6/5 (Fri.)</li> </ul>	Chapter 1 Chapter 2
Week 2	<p>Ch. 3 Composing the Event Plan Ch. 4 Human Resources and Time Management</p>	Chapter 3 Chapter 4

<p>6/8 (Mon.) – 6/12(Fri.)</p>	<ul style="list-style-type: none"> <li>Peer Chapter Leader Assignments (PCLA): ONLY the PCLA leaders: lead by Group 2 (<b>Susan and Lauren</b>) will post a post-comment analysis/summary by <b>6/13 (Sat.)</b></li> </ul> <p>All other students MUST post their answers no later than <b>6/11 (Thurs.)</b> and minimum 2 comment on others by <b>6/12 (Fri.)</b>.</p> <ul style="list-style-type: none"> <li>Directed reading assignments (ch.3 &amp; 4) <b>due 6/12 (Fri.)</b></li> <li>The individual project topic is due by <b>6/12 (Fri)</b> for Dr. Lee’s approval.</li> </ul>	
<p>Week 3 6/15 (Mon.) – 6/19 (Fri.)</p>	<p>Ch. 5 Sustainable Financial Leadership Ch. 6 Vendor Partners, Contracts, and On-Site Production</p> <p><b>Midterm exam (Chapters 1-5) available from 6/18 (Thurs.) 9 am~ 6/19 (Fri.) 11:59 pm</b></p> <ul style="list-style-type: none"> <li>Peer Chapter Leader Assignments (PCLA): ONLY the PCLA leaders: lead by Group 3 (<b>Alex and Alisson</b>) will post a post-comment analysis/summary by <b>6/20 (Sat.)</b></li> </ul> <p>All other students MUST post their answers no later than <b>6/18 (Thurs.)</b> and minimum 2 comment on others by <b>6/19 (Fri.)</b>.</p> <ul style="list-style-type: none"> <li>Directed reading assignments (ch.3 &amp; 4) <b>due 6/19 (Fri.)</b></li> </ul>	<p>Chapter 5 Chapter 6</p>
<p>Week 4 6/22 (Mon.)– 6/26 (Fri.)</p>	<p>Ch.7 Marketing and Integrated Communications Technology Ch. 8 Risk Management</p> <ul style="list-style-type: none"> <li>Peer Chapter Leader Assignments (PCLA): ONLY the PCLA leaders: lead by Group 4 (<b>William and Loudes</b>) will post a post-comment analysis/summary by <b>6/27 (Sat.)</b></li> </ul> <p>All other students MUST post their answers no later than <b>6/25 (Thurs.)</b> and minimum 2 comment on others by <b>6/26 (Fri.)</b>.</p> <ul style="list-style-type: none"> <li>Directed reading assignments (ch.7 &amp; 8) <b>due 6/26 (Fri.)</b></li> </ul>	<p>Chapter 7 Chapter 8</p>
<p>Week 5 6/29 (Mon.)– 7/3 (Fri)</p>	<p>Ch.9 Virtual Events Ch. 10 Career Growth and sustainable Development</p> <p><b>Final Exam (Chapters 6-10) available from 7/2 (Thurs.), 9am ~ 7/3 (Fri.) 11:59 pm.</b></p>	<p>Chapter 9 Chapter 10</p>

	<p>Final project: PPT due date: 6/30 (Tue) 11:59 pm          And <b>LIVE presentation:</b>  <b>7/1 (Wed) 4pm ~5:30 pm (Time may be modified after a class survey)</b></p> <ul style="list-style-type: none"> <li>Peer Chapter Leader Assignments (PCLA):              ONLY the PCLA leaders: lead by Group 5 (<b>Betty and Davina</b>) will post a post-comment analysis/summary by <b>7/4 (Sat.)</b></li> </ul> <p>All other students MUST post their answers no later than <b>7/2 (Thurs.)</b> and minimum 2 comment on others by <b>7/3 (Fri.)</b>.</p> <ul style="list-style-type: none"> <li>Directed reading assignments (ch.9 &amp; 10) <b>due 7/3 (Fri.)</b></li> </ul>	
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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](mailto: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/>.
- 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/>.**