

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

TOUR 200 (A02) – Introduction to Tourism Management  
3 Credits  
SUMMER 2020

**Faculty**

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**Prerequisites/Corequisites**

NONE

**University Catalog Course Description**

Introduces travel and tourism from local to international levels. Covers the scale, scope, and organization of the industry. Emphasizes the development and management of natural, cultural, heritage, and recreational resources of tourism. Identifies issues related to the economic, technological, and political aspects of tourism.

**Course Overview**

Instructional techniques will include i) lectures, ii) directed readings, iii) essay assignments, iv) discussion board forums, v) blog entries, and vi) three examinations.

**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](mailto:@masonlive.gmu.edu)) and email password. The course page will be available on **Monday, June 1, 2020, at 6 p.m.**

\*\*\*All materials for each Module/Exam/Section/Period will be available at 6 p.m., on the start date of the Module/Exam/Section/Period, as stated on the Tentative Schedule. \*\*\*Please note that all stated time is based on the current time zone in the Commonwealth of Virginia.

***Under no circumstances, may students participate in online class sessions (either by phone, or computer, or any other electronic) 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: (<http://get.adobe.com/reader/>)
  - Windows Media Player: (<http://windows.microsoft.com/en-US/windows/downloads/windows-media-player>)
  - Apple QuickTime Player: ([www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/))

### *Expectations*

- **Course ‘Module Week’:** Because online asynchronous courses do not have a "fixed" meeting day, **AND, because the Summer Session A is a short one**, our ‘module week’ will generally **start and end on the dates specified on the Tentative Schedule**. Exceptions are noted on the course schedule. **\*Please note that while there are weekends included in the module dates, enough weekdays have been included consistent with the turnaround time for this short, intensive, and fast-paced Summer Session.**
  - **\*All materials for each Module/Exam/Section/Period will be available at 6 p.m., on the stated start date of the Module/Exam/Section/Period.**
  - **\*\*Please note that all stated time is based on the current time zone in the Commonwealth of Virginia.**

- **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 module period.**
- **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 the *specific deadlines* and *due dates* listed in the **Tentative Course 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**

1. Explain the status of tourism as an increasingly important academic area of investigation;
2. Describe the nature of tourism from a systems perspective;
3. Describe the 'push' (demand) and 'pull' (supply) factors that are associated with the emergence of modern tourism systems;
4. Identify spatial patterns of tourism development at the global, national, and local level;
5. Appreciate the management dimensions of tourist attractions and other components of the tourism industry;
6. Discuss major tourist market trends and segmentation criteria;

7. Apply basic marketing concepts to the tourism system;
8. Identify and critique the potential positive and negative economic, socio-cultural, and environmental impacts of tourism that can affect various kinds of destinations;
9. Formulate strategies that will allow destinations to maximize the positive impacts of tourism, whilst minimizing its negative impacts;
10. Describe the dynamics associated with destination development;
11. Explain and assess the increasing importance of ‘sustainability’ as a principle for the management of tourism systems; and
12. Appreciate the importance and basic characteristics of research within the field of tourism management.

**Required Texts**

Weaver, D. W. (2015). *Introduction of Travel and Tourism* (5th ed.) Wiley Custom Learning Solutions.

**\*\*\*Additional Readings\*\*\***

- ✓ Additional readings will be made available **as needed** through the Reserve (or E-Reserve) at the Fenwick (Fairfax campus) and/or Mercer (Prince William campus) Libraries; posted on Blackboard; or distributed in class.
- ✓ Students may be required to find additional readings from sources provided.
- ❖ Full citations in format required for all assignments in course (for this course the **APA Style Format** must be used for all applicable assignments).

**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). This course will be graded on a point system, with a possible total of **100 percentage points**.

<b>Assignments</b>	<b>% Points</b>
<p><b>Examination 1</b>  <i>--Examination 1 will include information from the textbook, course slides, class notes, and any other source(s) indicated by the Professor, on the topics listed on the Tentative Schedule. Questions will be in the form of Multiple Choice questions, OR True-or-False statements, OR Short Essay questions, OR a combination of two or more of the different formats. The time allotted will depend on the type(s) and/or number of questions.</i></p>	<b>20%</b>
<p><b>Examination 2</b>  <i>--Examination 2 will include information from the textbook, course slides, class notes, and any other source(s) indicated by the Professor, on the topics listed on the Tentative Schedule. <b>Note that topics covered before Examination 1 will be</b></i></p>	<b>20%</b>

<b>included.</b> Questions will be in the form of Multiple Choice questions, OR True-or-False statements, OR Short Essay questions, OR <b>a combination of two or more of the different formats.</b> The time allotted will depend on the type(s) and/or number of questions.	
<b>Examination 3</b> --Examination 3 will include information from the textbook, course slides, class notes, and any other source(s) indicated by the Professor, on the topics listed on the Tentative Schedule. <b>However, note that topics covered before Examinations 1 and 2 will be included.</b> Questions will be in the form of Multiple Choice questions, OR True-or-False statements, OR Short Essay questions, OR <b>a combination of two or more of the different formats.</b> The time allotted will depend on the type(s) and/or number of questions.	<b>20%</b>
<b>Quizzes</b> --Students will be expected to take four (4) quizzes based on the text, other material covered in class and through assignments. Quizzes will be timed. Quiz questions will be in the form of Multiple Choice questions, OR True-or-False statements, OR Short Essay questions, OR <b>a combination of the different formats.</b> The time allotted will depend on the type(s) and/or number of questions.	<b>20%</b>
<b>Participation</b> --Participation points will be scored based on students' <b>active</b> participation in weekly assignments reflected through written responses on Discussion Board forums, and also Blog entries, as well as other assigned weekly assignments. Students will be informed of how many participation points each activity/assignment is worth. ONLY responses that are submitted, when they are due, will receive the points. Participation points will also be received from the average of their group members' evaluation of their performance in the group, if applicable.	<b>20%</b>
<b>TOTAL</b>	<b>100%</b>

## Grading

<b>A</b> = 94 – 100	<b>B+</b> = 87 – 89	<b>C+</b> = 77 – 79	<b>D</b> = 60 – 69
<b>A-</b> = 90 – 93	<b>B</b> = 84 – 86	<b>C</b> = 74 – 76	<b>F</b> = 0 – 59
	<b>B-</b> = 80 – 83	<b>C-</b> = 70 – 73	

**\*\*\*\*Assignment Percentage Score Calculation:**

<i>Category</i>	<i>Symbol</i>
<b>Your Percentage Score for a Particular Assignment</b>	<b>X</b>
<b>Highest Possible Percentage Score for the Particular Assignment (e.g., 20% for Quizzes)</b>	<b>A</b>
<b>Your Raw Score for each component of the Particular Assignment (e.g., 8/10 points for Quiz 1)</b>	<b>B</b>
<b>Total Highest Possible Raw Score for each component of the Particular Assignment (e.g., 10 points for Quiz 1)</b>	<b>C</b>

To calculate Your Percentage for a Particular Assignment, plug the corresponding numbers into the following formula:

$$X = (A * B) / C$$

**For example, for all Quizzes, for the semester, if your total score is 48 (B) out of a possible 50 (C), given that the Highest Possible Percentage Score for Quizzes is 20% (A),**

**Your Percentage Score for Quizzes, for the semester, (X) can be calculated as follows,**

$$X = (20 * 48) / 50 \rightarrow 19.20 \text{ (percentage points for Quizzes)}$$

**\*\*\*Please Note: Each student's Overall Total Percentage Score for the semester (i.e., the sum of the calculated percentage scores for all assignments) will be rounded up (for .5 or greater) or rounded down (for less than .5), to the nearest whole number, after which the equivalent letter grade will be assigned. \*\*\***

### **Professional Dispositions**

Students are expected to exhibit professional behaviors and dispositions at all times, as well as adhering to all Course Policies provided.

## TENTATIVE COURSE SCHEDULE

DATES	TOPICS/ACTIVITIES/ASSIGNMENTS	READINGS
Module 1 <b>6/1 – 6/5</b>	<p><b>‘Meet and Greet’</b></p> <ul style="list-style-type: none"> <li>Course and Blackboard overview</li> </ul> <p><b>Chapter 1 - Introduction to Tourism</b></p> <ul style="list-style-type: none"> <li>Reading(s) and Lecture</li> </ul> <p><b>Chapter 2 – The Tourism System</b></p> <ul style="list-style-type: none"> <li>Reading(s) and Lecture</li> </ul> <p><b>Chapter 3 – The Evolution and Growth of Tourism</b></p> <ul style="list-style-type: none"> <li>Reading(s) and Lecture</li> </ul> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>Introductions Blog, <b>due 6/3/2020, at 11:59 p.m.</b></li> <li>Module 1 Assignment:               <ul style="list-style-type: none"> <li>Initial post, <b>due 6/4/2020, at 11:59 p.m.</b></li> <li>Comments on two (2) classmates’ posts, <b>due 6/5/2020 at 11:59 p.m.</b></li> </ul> </li> <li>Quiz #1, <b>due 6/5/2020, at 11:59 p.m.</b></li> </ul>	Chapters 1, 2, and 3 Additional Readings: TBA
Module 2 <b>6/6 – 6/10</b>	<p><b>Chapter 4 – Destinations</b></p> <ul style="list-style-type: none"> <li>Reading(s) and Lecture</li> </ul> <p><b>Chapter 5 - The Tourism Product</b></p> <ul style="list-style-type: none"> <li>Reading(s) and Lecture</li> </ul> <p><b>Chapter 6 – Tourist Markets</b></p> <ul style="list-style-type: none"> <li>Reading(s) and Lecture</li> </ul> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>Module 2 Assignment:               <ul style="list-style-type: none"> <li>Initial post, <b>due 6/9/2020, at 11:59 p.m.</b></li> <li>Comments on two (2) classmates’ posts, <b>due 6/10/2020 at 11:59 p.m.</b></li> </ul> </li> <li>Quiz #2, <b>due 6/10/2020, at 11:59 p.m.</b></li> </ul>	Chapters 4, 5, and 6 Additional Reading: TBA
<p><b>***EXAMINATION 1***</b></p> <p><b>6/11/2020 – 6/15/2020 (at 11:59 p.m.)</b></p> <p>Examination 1 is based on i) <i>Introduction to Tourism Management</i>, ii) <i>The Tourism System</i>, iii) <i>The Evolution and Growth of Tourism</i> and iv) <i>Destinations</i> (and includes all information in applicable chapters in the textbook, and lecture notes)</p>		
Module 3 <b>6/16 – 6/20</b>	<p><b>Chapter 7 – Tourism Marketing</b></p> <ul style="list-style-type: none"> <li>Reading(s) and Lecture</li> </ul> <p><b>Chapter 8 – Economic Impacts of Tourism</b></p> <ul style="list-style-type: none"> <li>Reading(s) and Lecture</li> </ul> <p><b>Chapter 9 – Sociocultural and Environmental Impacts of Tourism</b></p> <ul style="list-style-type: none"> <li>Reading(s) and Lecture</li> </ul> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>Module 3 Assignment:               <ul style="list-style-type: none"> <li>Initial post, <b>due 6/19/2020, at 11:59 p.m.</b></li> <li>Comments on classmates’ posts, <b>due 6/20/2020 at 11:59 p.m.</b></li> </ul> </li> <li>Quiz #3, <b>due 6/20/2020, at 11:59 p.m.</b></li> </ul>	Chapters 8, 9, and 10 Additional Readings: TBA

**\*\*\*EXAMINATION 2\*\*\***

**6/21/2020 – 6/25/2020 (at 11:59 p.m.)**

Examination 2 is based on i) *The Tourism Product* ii) *Tourist Markets*, iii) *Tourism Marketing*, and iv) *Economic Impacts of Tourism* (and includes information from all required readings and lecture notes)

Module 4 6/26 – 6/30	<b>Chapter 10 – Destination Development</b> Reading(s) and Lecture <b>Chapter 11 – Sustainable Tourism</b> <ul style="list-style-type: none"><li>• Reading(s) and Lecture</li></ul> <b>Chapter 12 – Tourism Research</b> <ul style="list-style-type: none"><li>• Reading(s) and Lecture</li></ul> <b>Assignments Due</b> <ul style="list-style-type: none"><li>• Module 4 Assignment:<ul style="list-style-type: none"><li>○ Initial post, <b>due 6/29/2020, at 11:59 p.m.</b></li><li>○ Comments on classmates' posts, <b>due 6/30/2020, at 11:59 p.m.</b></li></ul></li><li>• Quiz #4, <b>due 6/30/2020, at 11:59 p.m.</b></li></ul>	Chapter 13 Chapter 15 Chapter 16 Additional Readings: TBA
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**\*\*\*EXAMINATION 3\*\*\***

**7/1/2020 – 7/4/2020 (at 11:59 p.m.)**

Examination 3 is based on i) *Sociocultural and Environmental Impacts of Tourism*, ii) *Destination Development*, iii) *Sustainable Tourism*, and iv) *Tourism Research* (and includes information from all required readings and lecture notes)

**\*\*\*Note: Faculty reserves the right to alter the schedule as necessary.**

**\*\*\*\*Please note that while there are weekends included in the module dates, enough weekdays have been included consistent with the turnaround time for this short, intensive, Summer session.**

### 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 <https://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](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

### **Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:**

As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu).

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

### **ASSIGNMENT DESCRIPTIONS**

-- Each week students will be required to complete one or more assignments that fall in the following categories:

- Discussion Board posts (including comments on fellow students’ posts, where applicable)

- Blog Entries (including comments on fellow students' entries, where applicable)
- Directed Readings
- Quizzes
- Other Assignments

## APA STYLE FORMAT

- Students must use the APA Style format, only, for all applicable assignments. Students may refer to: <https://owl.english.purdue.edu/owl/resource/560/01/>, for APA resources.
- Proper *in-text* citation (i.e., in the body of any written statements), as well as, a **Reference List** must be provided for all assignments.
- Students must cite the sources for **all** information or materials not original to them used individually or as a group, **using the APA style format** (<https://owl.english.purdue.edu/owl/resource/560/01/>). **Failure to properly cite any non-original source is considered plagiarism.** Any student deemed to have plagiarized any material, will be in breach of the GMU Honor Code, and will be subject to disciplinary actions as deemed appropriate, according to the University's policies.

## HONOR CODE

*"...Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work,"* (<http://oai.gmu.edu/the-mason-honor-code-2/>).

- **Plagiarize: "to steal and pass off (the ideas or words of another) as one's own: use (another's production) without crediting the source,"** (<http://www.merriam-webster.com/dictionary/plagiarize>).
- Please note that in the case of group assignments, **all members** of the group will be held responsible for any plagiarized sections, as well as, any other breach of the GMU Honor code.

## QUIZZES

- It is important for students to keep abreast with the assigned readings, as well as the notes provided through lectures. As a way to encourage students' reading of the textbook and other course materials, they will be given four (4) timed quizzes.
- **There will be NO MAKE-UP QUIZZES, once the deadline has passed.**
- Quiz questions will be in the form of Multiple-Choice questions, OR True-or-False statements, OR Short Essay questions, OR a **combination** of the different formats. The time allotted will depend on the type(s) and/or number of questions.

- **Note:** Some of the questions from the quizzes may be included in Examination 1, 2, or 3. **Students must note, however, that they will only have access to the quizzes they attempt.**
- The Professor **will not** be able to make the questions and answers from a quiz available to students if they do not attempt the particular quiz. **It will be in students' best interests to attempt all quizzes.**

## EXAMINATIONS

- **Examination 1** will be completed on the date indicated on the Tentative Course Schedule section of the syllabus. The exam will include information from the textbook, course slides, class notes, and any other source(s) indicated by the Professor, covered from the beginning of the semester to the date of the exam.
  - Examination 1 will cover i) *Introduction to Tourism Management*, ii) *The Tourism System*, iii) *The Evolution and Growth of Tourism* and iv) *Destinations* (and includes all information in applicable chapters in the textbook, and lecture notes).
- **Examination 2** will be completed on the date indicated on the Tentative Course Schedule section of the syllabus. The exam will include information from the textbook, course slides, class notes, and any other source(s) indicated by the Professor, covered from Examination 1 to the date of Examination 2. **However, information covered before Examination 1 will be included, if deemed necessary.**
  - Examination 2 will cover i) *The Tourism Product* ii) *Tourist Markets*, iii) *Tourism Marketing*, and iv) *Economic Impacts of Tourism* (and includes information from all required readings and lecture notes).
- **Examination 3** will be completed on the date indicated on the Tentative Course Schedule section of the syllabus. The exam will include information from the textbook, course slides, class notes, and any other source(s) indicated by the Professor, covered from Examination 2 to the date of Examination 3. **However, information covered before Examinations 1 and 2 will be included, if deemed necessary.**
  - Examination 3 will cover i) *Sociocultural and Environmental Impacts of Tourism*, ii) *Destination Development*, iii) *Sustainable Tourism*, and iv) *Tourism Research* (and includes information from all required readings and lecture notes).
- The questions for all examinations will be in the form of *Multiple Choice* questions, OR *True-or-False* statements, OR *Short Essay* questions, **OR a combination of two or more of the different formats.** The time allotted will depend on the type(s) and/or number of questions.
- Students will be required to download the Respondus Lockdown Browser and Monitor software, **as applicable**, when completing the exams. **In that case a Webcam will be required.**

- Only absences resulting from documented emergency situations will be **considered** for make-up opportunities for either the Midterm or Final Examination, and will be handled on a case-by-case basis, **if the Professor is notified before the deadlines.**

## ***OTHER COURSE REQUIREMENTS***

### **DATES AND DEADLINES**

In order to be successful in this class, students will have to complete all assignments.

- **ALL** assignments are due **on the date, and at the time, indicated on the Tentative Course Schedule and/or in the instructions for each assignment.**
  - It is vitally important that you take note of ALL deadlines listed on the Schedule above.
- **Late Submission Implications:**
  - Assignments turned in after the set time, on the due date will be considered late.
  - **Students will receive a score of zero (0) for All late submissions.**
  - The only exception will be for a **documented medical emergency.** Documentation will need to be sent to the Professor, as soon as possible, in order for the assignment to be considered.
  - **E-mail submissions, unless specifically requested by the Professor, will not be accepted.**

### **PARTICIPATION**

- Participation points will be scored based on students' **active** participation in weekly assignments reflected through written responses on Discussion Board forums, Blog entries, Quizzes, and all other Weekly Assignments.
- Students will be informed of the maximum participation points each activity/assignment is worth.
- **ONLY activities/assignments that are submitted, by their deadline, will receive the points.**
- ***Bonus Participation points* may be offered for particular assignments. **In that case the bonus points will be added to the total Participation Raw points for the semester, but will not be included in the denominator for calculating the overall **percentage score** for **Participation**.****
- Students will also receive participation points from the ***average of their group members' evaluation of their performance in the*** group on a scale of 0 (lowest) to 4 (highest), **if applicable.**

## GRADING

Every attempt will be made to grade assignments in a timely manner, in order to provide students with the necessary feedback. However, adequate time must be allowed for assignments to be graded.

- **Each student's Overall Total Percentage Score (the sum of the calculated percentage scores for all assignments) will be rounded up (for .5 or greater) or rounded down (for less than .5) to the nearest whole number, after which the equivalent letter grade will be assigned. \*\*\***
- **Students must note that even though the passion with regards to grades is acknowledged, unprofessional and uncivil behavior, either in person or through any other mode of communication, will not be tolerated.**

## COMMUNICATION

- Emails must be sent through Blackboard.
- Students are expected to observe **proper and professional e-mail etiquette**, at all times, which includes (but is not limited to):
  1. **Using a Proper Salutation** - Dear Dr. Aidoo OR Dr. Aidoo OR Dear Professor Aidoo OR Professor Aidoo.
  2. **Including a Subject Line** - *describing the content of your e-mail.*
  3. **Including the Sender's Name and the Course Number** - *to help the Professor identify the sender.*

**\*\*\*Please take note that e-mails that do not include the three elements above will not be reviewed, and will not receive a response.**

- Adequate time must be allowed for a response when communicating via e-mail or phone.
  - An attempt will be made to respond to students' emails no later than 2 business days after receipt of the e-mail.
    - You must resend your email if you have not received a response after the second day, if you are sure your previous email included the three elements listed above.
  - E-mails sent/received **after 5 p.m. or during the weekend** will be reviewed and addressed during the next business day.
- **\*\*\*Remember that waiting for the last minute, when assignments are due, to send emails, may result in the issue not being resolved before the deadline. In that case, the assignment may be late, and will not be accepted.**
- Please note, it is important and professional to send an e-mail to acknowledge receipt of a response from the Professor, to a question/issue/concern sent by the student to the Professor.

- **Remember, students are expected to communicate with the Professor in a civil and professional manner at all times.**
- Before sending an email, please check the following (available on your Blackboard course menu) for answers, unless the email is of a personal nature:
  - 1) Syllabus; 2) Blackboard videos on how to use Blackboard features;
  - 3) Blackboard Q&A; and 4) Technology Requirements.
- **All class-related communication, as well as all other official e-mail, will be sent to students' Mason e-mail addresses ONLY.**
  - Students **must check their emails regularly**, and must ensure that they have enough space in their inbox to receive incoming mail (including attachments).
  - Students must also make sure to send e-mails to the Professor **using their Mason e-mail addresses ONLY**.
- **Students must check the Blackboard Course page frequently (at least 3 times per module period) to ensure that they do not miss any important announcements and deadlines.**

## CONDUCT

- **This space must be safe and conducive for the learning and interaction for ALL students.** Students will be expected to conduct themselves in a **professional** and **civil** manner towards each other and the Professor, **at all times**.

## SCHEDULE CHANGE

As noted on the syllabus, the Professor may alter the schedule as deemed necessary to enhance students' learning in the class. Care will be taken, however, to minimize, **as much as possible**, changes in due dates to accommodate students' planning.