

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

TOUR 220 DL1 – Introduction to Events Management
3 Credits, Fall 2022
Online

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

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 Monday, August 26th 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 Friday.
- 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

Lee, S. & Goldblatt, J. (2020). *Special Events*, 8th 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

Module	Assignment	Due	Score	Weight
Textbook	<p>Direct Reading Assignments (DRA) – <i>Students will complete directed reading assignments of each chapter on a weekly basis. These assignments must be turned in on time in order to receive a full credit. Late DRA's will not receive any credit.</i></p> <p>→ DRAs are the best preparation for the mid and final exams</p>	Friday of each class week, 11:59 pm	30 point (Each 3 point x 10 best scores out of 12 weeks)	15%
Student-centered learning	<p>1) Peer Chapter Leader Assignment (PCLA) – Each <i>Students will be assigned to 2 chapters during the semester, to lead the discussions. Students will select a CURRENT event/news related to the chapter (Global, National, Regional, and Local level and a pre-approval** 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 post-comment analysis/summary (due by Saturday 11:59 pm of the assigned week).</i></p> <p>A student will receive a 20% point deduction for each day the submission of articles and questions and/or the summary is late.</p> <p>2) Participation to Peer Chapter Leader Assignment: All, but the leaders of PCLA must answer questions and leave comments to ALL others' answer by the given due date.</p>	<p>Details of each week due will be shared in the course blackboard</p> <p>Friday of each class week, 11:59 pm</p>	<p>20 point</p> <p>20 point (3 point each for 12 weeks)</p>	<p>10%</p> <p>10%</p>
Event analysis/r esearch activity	<p>Project (Individual) – <i>Each student will complete a comprehensive Event Around The World PPT</i></p> <p>And LIVE Project Presentation – <i>Each student will give a presentation to the class which gives an overview of the event they have designed via ZOOM</i></p> <p>A topic MUST be pre-approved by Dr. Lee no later than 9/16 (Fri) 11:59 pm</p>	<p>PPT due date: 11/28 (Mon) 11:59 pm</p> <p>LIVE presentation : 11/30 (Wed), 4pm ~ 5:30 pm</p>	40 point	20%
Exams	<p>Midterm exam– <i>covers course work from chapters 1-5</i></p>	10/6 (Thurs.) 9 am~ 10/7 (Fri.) 11:59 pm	45 point	22.5%
	<p>Final exam– <i>covers course work from chapters 6-12</i></p>	12/8 (Thurs.) 9am ~ 12/9 (Fri.) 11:59 pm	45 point	22.5%

	Total		200	100%
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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. Details of requirements and grading rubric is shared via Blackboard.

Peer Chapter Leader Assignment (PCLA) – Each Students will be assigned to 2 chapters during the semester, to lead the discussions.

Students will select a **CURRENT** event/news related to the chapter (Global, National, Regional, and Local level and a pre-approval**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 **post-comment analysis/summar**. Details of requirements and grading rubric is shared via Blackboard.

Students will participate in weekly PCLA blogs. Students are required to answer the PCLA blog questions and then comment on ALL classmates' posts. The assignments must be turned in on time in order to receive credit. Late 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 (online) – covers course work from chapters 1-5

Final Exam (online) – covers course work from chapters 6-12

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

Week	Topics / Activities	Readings
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Week 1 8/22 – 8/26	Introduction to course And Welcome to the World of Events <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Arnold Guanco 	Chapter 1
Week 2 8/29 – 9/2	Models of Sustainable Event Leadership <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Frank Supovitz 	Chapter 2
Week 3 9/5 – 9/9	Composing the Event Plan <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Patti Coons 	Chapter 3
Week 4 9/12 – 9/19	Human Resources and Time Management <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Terry Singleton • Events Around the World blog due Friday 9/20 by 11:00 p.m. 	Chapter 4
Week 5 9/19 – 9/26	Sustainable Financial Leadership <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Lena Malouf 	Chapter 5
Week 6 9/26 – 9/30	Vendor Partners, Contracts, and On-Site Production <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Michael Loshin 	Chapter 6
Week 7 10/3 – 10/7	Midterm Exam <ul style="list-style-type: none"> • Midterm (Chapters 1-6) available Thursday 10/6, 9 am to Friday 10/7, 11:59 pm 	
Week 8 10/10 – 10/14	Marketing and Integrated Communications Technology	Chapter 7
Week 9 10/17 – 10/24	Risk Management <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Martin Van Keken 	Chapter 8
Week 10 10/24 – 10/28	Virtual Events <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Carol McKibben 	Chapter 9
Week 11 10/31 – 11/4	Career Growth and Sustainable Development <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Richard Aaron 	Chapter 10
Week 12 11/7 – 11/11	Global, National, Regional, and Local Best Practices in Event Leadership	Chapter 11

	<ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Peter Cwalino 	
Week 13 11/14 – 11/18	Event Management Experiences & Mini Case Studies <ul style="list-style-type: none"> • Watch the Global Event Thought Leader Interview – Tim Lundy 	Chapter 12
Week 14 11/21 – 11/25	11/23 ~11/27 NO CLASS THANKSGIVING WEEK!	
Week 15 11/28 – 12/2	<ul style="list-style-type: none"> • Events Around the World presentation PPT due Monday 11/28 by 11:59 p.m. • EATW LIVE presentation 11/30 (Wed), 4pm ~ 5:30 pm • Review of the EATW presentations due 	
Week 16 12/5 – 12/9	<ul style="list-style-type: none"> • Final exam (Chapters 7-12) available Thursday 12/8, 9 am to Friday 12/9, 11:59 pm 	

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/> .



