

REQUIRED READINGS

Prosser, A., & Rutledge, A. (2003). *Special Events and Festivals: How to plan, organize and implement*. State College, PA: Venture Publishing.

Additional readings to be accessed through e-journal finder.

EVALUATION

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

REQUIREMENTS	POINTS
Exam #1	20
Exam #2	20
Events Around the World Presentation	10
Semester Project:	
Event Plan and Design	10
Event Marketing	10
Final Project	10
Project Presentation	10
Participation	<u>10</u>
TOTAL	100

Grading Scale

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

TENTATIVE COURSE SCHEDULE

DATE	TOPIC/ACTIVITY	READING
Jan 23	Introduction to events management and events trends	Text Chapter 1
Jan 30	Design and Organization Structure	Text Chapters 2, 3 “Key success factors in regional festivals: Some Australian experiences.” Lade, C., & Jackson, J. (2004). <i>Event Management</i> , 9(1), 1-11.
** Feb 4 **	Celebrate Fairfax Workshop: Events 101 9:00am – 3:00pm	
Feb 6	Development EATW presentations	Text Chapter 4 “The strategic use of events within the local government: A study of London Borough Councils.” Pugh, C., & Wood, E. H. (2004). <i>Event Management</i> , 9(1/2), 1-11.
Feb 13	Marketing EATW presentations	Text Chapter 6 “Media management at sport events for destination promotion: Case studies and concepts.” Getz, D., & Fairley, S. (2004). <i>Event Management</i> , 8(3), 127-39.
Feb 20	Sponsorship EATW presentations	Text Chapter 7
Feb 27	Event Plan & Design Due Financing EATW presentations	Text Chapter 5 “Why festivals fail.” Getz, D. (2002). <i>Event Management</i> , 7(4), 209-219.
Mar 6	Exam #1 EATW presentations	
Mar 13	<i>Spring Break no class</i>	
Mar 20	Event Marketing Due Risk Management	Text Chapter 8
Mar 27	Event Operation Plan	Text Chapter 9 “Consumer Perceptions and Concerns about the Healthfulness and Safety of Food Served at Fairs and Festivals.” Boo, H. C., Ghiselli, R., and Almanza, B. A. (2000). <i>Event Management</i> , 6(2), 85-92.
Apr 3	Site Visit: The John F. Kennedy Center for the Performing Arts	
Apr 10	Event Evaluation	“Continuance Commitment and Reasons to Quit: A Study of Volunteers at a Jazz Festival.” Elstad, B. (2003). <i>Event Management</i> , 8(2), 99-108.

Apr 17	Event Impacts	“Supplementing Economic Impact Results with Perspectives from Host Community Business and Opinion Leaders.” Daniels, M. J., Backman, K. F., & Backman, S. J. (2004). <i>Event Management</i> , 8(3), 117-125.
Apr 24	Event Impacts	“Evaluating the Impact of the 2000 America’s Cup on Auckland, New Zealand.” Barker, M., Page, S. J., & Meyer, D. (2002). <i>Event Management</i> , 7(2), 79-92.
May 1	Final Projects Due, Group Presentations	
May 8	Reading Days	
May 15	Exam #2 1:30-4:15	

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



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>