

Sample syllabus

Note that this syllabus is from an earlier semester. The current syllabus may differ in all areas except the course description and course objectives.

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 220 – Introduction to Events Management (3)
Spring 2006

DAY/TIME:	M 1:30 – 4:15 p.m.	LOCATION:	Robinson B201
INSTRUCTOR	M. Carol Kramer	EMAIL ADDRESS:	mkramer1@gmu.edu
OFFICE HOURS:	By appointment	PHONE NUMBER:	540-220-1384

COURSE DESCRIPTION

This course offers an introduction to the planning, marketing, management and evaluation of special events. The course content will explore the theories and practices relevant to successful event planning for host community residents and tourists.

COURSE OBJECTIVES

At the completion of this course, you should be able to:

- 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

COURSE OVERVIEW

All students are held to the standards of the George Mason University Honor Code. Students are expected to maintain complete honesty and integrity in the completion and presentation of all academic assignments and examinations. Any student found guilty of cheating, plagiarism, or other dishonorable acts in academic work is subject to disciplinary action. <http://www.gmu.edu/catalog/apolicies/honor.html/>.

You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Students are expected to arrive punctually and remain for the entire class. You are required to sign in on a class roster for each class. Please notify the instructor prior to the beginning of class if you will be leaving early.

Assignments must be turned in at the beginning of class on the specified date due or **no credit will be given**.

University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor.

If you are a student with a disability and will need accommodations while enrolled in this course, please contact the Disability Support Services Resource Center at 703-993-2474. Students with documentation on file should bring this to the attention of the instructor.

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.



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- ❖ 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>