

SPMG 3663

SPORT EVENT MANAGEMENT

3 Semester Hours

Semester/Year:

Instructor;

Office Location:

Office Hours:

Telephone:

E-mail:

Fax:

COURSE DESCRIPTION

This course is designed to provide students with a critical understanding regarding the designing, planning, and controlling of sport event logistics. Topics include protocols in planning sport events, risk management assessment, celebrity contracts, media marketing, sponsorship, merchandising, advertisement, hospitality, and assessment of event success.

COURSE OBJECTIVES

Students will:

1. understand the procedures and protocols for planning both minor and major sporting events (Graham, Goldblatt, & Delpy, 1995);
2. comprehend the process for assuring that appropriate risk management procedures and assessments are followed (Berlonghi, 1990);
3. relate a variety of strategies for sport event marketing and be able to make use of these strategies when planning events (Brooks, 1994; Graham, Goldblatt, & Delpy, 1995);
4. understand the strategies and procedures for gaining sponsorship and funding for events (Bergin, 1989; Graham, Goldblatt, & Delpy, 1995; Stier, 1994);
5. know how to assess the effectiveness of event plans and make appropriate changes when planning future events (Graham, Goldblatt, & Delpy, 1995); and
6. obtain a simulated experience in actually planning for a sport event (Graham, Goldblatt, & Delpy, 1995; Stotlar, 1993).

TEXT, READINGS, AND INSTRUCTIONAL RESOURCES

Required Text: Graham, S., Goldblatt, J.J., & Delpy, L. (1995). The ultimate guide to sport event management and marketing. New York: McGraw-Hill.

References:

Bergin, R. (1989). Sponsorship principles and practices. Nashville, TN: Amusement Business Publishing Company.

Berlonghi, A. (1990). Special events risk management manual: The definitive text in safety, security and risk management for events. Dara Point, CA: Berlonghi Publishing.

Brooks, C.M. (1994). Sports marketing: Competitive business strategies for sports. Englewood Cliffs, NJ: Prentice Hall.

Stier, W. (1994). Fundraising for sport and recreation. Champaign, IL: Human Kinetics.

Stotlar, D.K. (1993). Successful sport marketing. Madison, WI: WCB Brown and Benchmark Publishers. Periodicals:

Selected journal articles will be assigned as needed and deemed appropriate.

ASSIGNMENTS, EVALUATION PROCEDURES, AND GRADING POLICY

Assignments:

1. Selected readings will be assigned and used to supplement class discussion and text topics.
2. Students will be expected to plan for a special event and submit the plan in writing.
3. Students will be expected to attend a sport event to observe and rate certain aspects of the event.
4. Students will be expected to participate in planned class activities.

Evaluation Procedures:

1. The special event plan will be evaluated based upon a written criteria provided to the students at the time of the assignment. The instructor teaching the course may determine the point value.
2. Students will be evaluated on their report of information and ratings obtained via attendance at a sport event. The instructor teaching the course may determine the point value.
3. Participation in class discussion and class activities may be counted as part of the student's grade and the instructor teaching the course may determine the point value.

4. Students will be evaluated by appropriate written tests to determine their level of understanding of the course material.

Grading Policy:

Grades will be assigned based upon the total points possible in the course. Points for each assignment and test will be identified at the beginning of the course. The following percentages will result in the designated letter grade:

A = 90% - 100%

B = 80% - 89%

C = 70% - 79%

D = 60% - 69%

F = 0% - 59%

CLASS OUTLINE

Week 1 Introduction to Sport Event Planning

Week 2 The Benefits of Sport Event Planning

Week 3 Critical Planning Necessary for Events

Week 4 Designing, Planning, and Controlling Event Logistics

Week 5 Designing, Planning, and Controlling Event Logistics

Week 6 Negotiations and Contracts for Sport Events

Week 7 Risk Management in Sport Event Planning

Week 8 Television, Media, and Marketing the Event

Week 9 Television, Media, and Marketing the Event

Week 10 Celebrity Involvement in Events

Week 11 Achieving Funding and Sponsorship

Week 12 Achieving Funding and Sponsorship

Week 13 Merchandising the Event

Week 14 Hospitality, Closing Ceremonies, and "Class"

Week 15 Assessment of the Event

Week 16 Final Exam as Scheduled by the University

Students are expected to adhere to the highest standards of academic honesty. Plagiarism occurs when a student uses or purchases ghost-written papers. It also occurs when a student utilizes the ideas of or information obtained from another person without giving credit to that person. If plagiarism or another act of academic dishonesty occurs, it will be dealt with in accordance with the academic misconduct policy as stated in The Uncatalog, Undergraduate Catalog, and Graduate Catalog.