Course Discipline and Number: SPMT 255   **Year: 2023-2024**
Course Title: Sport Event Management   **Credit Hours: 3**

Attendance Policy: To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.

Services for Students with Disabilities: It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.

Course Description

Students examine the foundations of sports event management, including finance, operations, marketing/ticketing, sponsorship, hospitality/service, volunteer management, and community relations. They develop capital and operating budgets for a sports event and learn how to identify and deliver equipment needs, ensure that maintenance requirements are met, and understand current technologies as they relate to specific sport/athletic events. Students are required to participate in the development and operational administration of a game or special sport event. Prerequisites: ACCT 101; SPMT 150; MATH 090 and RDNG 116 if required by placement testing; prior completion or concurrent enrollment in ENGL 101. 3 Cr. (3 Lec.) Fall semester.

Course Context/Audience

This is a survey course most appropriate for Sport Management students. It is a required course recommended for the third semester of the sport management program. It will provide an overview of all elements involved in sport event management including the planning, organizing, marketing, and operational requirements of game and special events.

Basic Skills/Entry Level Expectations

Writing: WC College level writing skills are required. See course co-requisites or pre-requisites.
Math: M2 Completed MATH 090 (if needed) - Course requires only the use of basic mathematical skills.
Reading: R4 Before taking this course, students must satisfactorily complete RDNG 116 or have assessment indicating that no reading course was required.

Course Goals

Students will develop the requisite knowledge, skills, and experience necessary to function successfully as an event management professional in the sport marketplace.

Students will develop an understanding of decision-making that uses analytical thinking and deductive reasoning in the management of sporting events.

Students will develop an understanding of the nature and degree of the impact of sports events on the environment.

Course Objectives/Topics

Objective/Topic	# Hours
Students will be able to comprehend the various foundations of sport event management including finance, operations, marketing/ticketing, sponsorship, merchandising/concessions, public relations, security/risk management, hospitality/service and volunteer management.	24 Hours
Students will be able to develop a capital and operating budget for a sport event.	12 Hours
Students will be able to identify and interpret equipment needs, purchases, maintenance requirements, and communications technologies related to the sport event.	9 Hours

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
Students will be able to ➢ develop meaningful questions to address problems or issues. ➢ gather, interpret, and evaluate relevant sources of information. ➢ reach informed conclusions and solutions. ➢ consider analytically the viewpoints of self and others.	
SOCIAL/GLOBAL AWARENESS OUTCOMES	**HOW DOES THE COURSE ADDRESS THE OUTCOMES** (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
➢ Students will begin to understand how their lives are shaped by the complex world in which they live. ➢ Students will understand that their actions have social, economic and environmental consequences.	

Instructional Methods
Lecture
Class discussion of ancillary reading
Guest speakers
Case Studies

Methods of Assessment/Evaluation

Method	% Course Grade
Examinations (2)	30%
Case Studies	30%
Speaker summaries	20%
Book review	20%

Text(s)

<u>Event Management for Sports Directors</u>, American Sport Education Program, Latest edition, © 1995 Human Kinetics Publications.

<u>The Ultimate Guide to Sport Event Marketing and Management</u>, Graham, Steadman & Delpy, Latest edition, © 1995 McGraw-Hill.

Bibliography

Wilkinson, D (1992) <u>The Event Management and Marketing Institute Planner</u>
Street & Smith's Sport's Business Journal, Charlotte N.C.,
American City Journals

Other Learning Resources

Audiovisual
No resources specified
Electronic
No resources specified
Other
No resources specified