

Sport Event Management- SPM 305

Course Syllabus

Summer

3 credit hours

Location: Web

Instructor: Terry Obee

Office: Smith Stadium East: 1021

Phone: (270) 745-6037

Email: terry.obee@wku.edu

Office Hours: By appointment

Required Text

Greenwell, T.C., Danzey-Bussell, L.A., & Shonk, D.J. (2013). *Managing Sport Events*. Champaign, IL: Human Kinetics.

Course Description

Sport events have grown to encompass much of our free time. Because of this growth, event management is one of the most sought-after skills in the entertainment industry. With the construction of massive new facilities, there is a growing need for skilled individuals who can fill arenas, stadiums, and coliseums with programming on a yearly basis. In an effort to help facilitate this need, this course provides you, the student, with necessary foundations of event management, including conceptualization, staffing, budgeting, financing, promoting, securing, and managing. Upon completion of this course, you will understand the competencies necessary for managing and operating sport events through theory and application.

1 From T.C. Greenwell, L.A. Danzey-Bussell, D.J. Shonk. 2014, *Managing sport events instructor guide* (Champaign, IL: Human Kinetics).

Course Objectives

- A. Be able to plan and organize a sport or special event.
- B. Be able to market and promote a sport or special event.
- C. Understand important considerations in the management and presentation of a sport event.
- D. Understand the importance of customer service.
- E. Understand the importance and process involved in the evaluation of a completed sport event.
- F. Design a postevent evaluation audit.
- G. Exhibit problem-solving and creative skills.

Learning Outcomes

1. Employ the concepts of who, what, when, where, and how as they pertain to event management:
 - Describe the concept and creation of an event.
 - Examine the budgeting process.
 - Evaluate the process of selecting the location of an event or new facility.
 - Examine the process of soliciting sponsors.
 - Understand the process of identifying customers.
 - Analyze the contract process and legal considerations for athletes and events.
 - Determine broadcasting considerations.
 - Evaluate staffing issues.
 - Determine the follow-up and evaluation process and understand its importance.
2. Implement and evaluate a management plan:
 - Understand the process for purchasing, storing, and distributing and repairing equipment.
 - Recognize the three main areas of facility management.
 - Illustrate the process of facility planning and renovations.

Grading Criteria

You will be graded on four criteria:

1. Event planning and execution	50 pts.
2. Exams (3 @ 50 pts. each)	150 pts.
3. Event evaluation assignment	50 pts.
4. Discussion board	<u>100 pts.</u>
Total	300 pts.

Event Planning, Execution, and Peer Evaluation

Once you have decided on the event your class will generate or consult, you will then add the pertinent information here.

Event Evaluation Assignment

In an effort for you to better understand how an event functions, you will be required to attend an event and evaluate all of the aspects of that event. You will record your experience in a journal and present a written report. Further guidelines will be posted to Blackboard along with a grading rubric.

This class requires students be able to access the class website on blackboard. Blackboard is WKU's primary online course delivery system and can be accessed at <http://blackboard.wku.edu> or by selecting the Blackboard link from the Quick Links tab located at the top right hand side of the WKU homepage.

Incompletes:

University policy dictates that a student may be given an incomplete ONLY if he or she has passed the first half of the course, and is precluded from successful completion of the course by a documented illness or family crisis. Keep in mind, the instructor decides what constitutes "*precluded from successful completion*". If something arises in your life that interferes with your ability to do your best in this class, talk to the instructor about it ASAP. Many students wait until the end of the semester (or after finals week) to tell the instructor about these kind of difficulties and there is little or nothing that can be done at that point. The sooner you talk to the instructor, the more options are available to help you.

E-mail Correspondence and Course Website:

The university uses students' Topper Mail accounts (WKU email address) exclusively for all university communication. The instructor will adhere to this policy and send messages to students' Topper Mail addresses only. Students are responsible for all announcements sent by the instructor and any assignments posted on the course website. When students email the instructor, be sure to include the course title and the section number in the subject line of the email (for example everyone in this class should include SPM 305 in the subject of their email). All emails sent during the week (Monday-Friday) will be answered within 12 hours of when they are received. Emails sent after 5pm on Fridays and throughout the weekend may not be answered until the following Monday morning by 9:30am.

Using Blackboard:

All quizzes assignments, exams, as well as additional course materials will be presented and submitted through the course website on "Blackboard." Therefore it is imperative that every student be able to access the course website on blackboard so as to access materials, turn in assignments, and take exams and quizzes.

To access Blackboard:

- 1) Go to www.wku.edu
- 2) In the upper right hand corner, you will see links to various sites, one of which is titled Quick Links. When you move your cursor over the Quick Links one of the links available is Blackboard. Click the word "Blackboard."

Getting HELP!!

If you are experiencing difficulty with your computer or the internet, please call the WKU IT Help Desk at 270-745-7000. While the instructor is usually your best resource for helping you with Blackboard, I am far from an IT expert and not your best resource for helping you with technical problems concerning your computer and the way it might be interfacing with Blackboard. PLEASE read important information on Blackboard that is on the screen immediately after you login, and before you click the name of the class. There is a box in the middle of the screen that tells you which web browsers work best for Blackboard (Web Browser recommendations). Most technical problems can be solved by changing browsers. Ironically, some newer browsers do not work well with Blackboard—so check.

Loss of Internet Access or Computer Problems:

If you lose internet access and/or experience computer problems, WKU main campus has multiple computer labs available for your use. Therefore, losing internet access and/or having computer problems is NOT a valid excuse for not completing assignments by the designated time. If you do encounter a problem with blackboard, loss of internet connection, or computer problems, use an alternate computer (such as one in a computer lab) and email the instructor immediately. Encountering such a problem does not excuse you from completing the quiz or assignment, notifying the instructor immediately upon encountering a problem ensures that arrangements can be made.

Failure to notify the instructor or delaying notification to the instructor if a problem is encountered puts you at risk of not being allowed to complete the assignment.

Academic Integrity:

Acknowledging that the vast majority of WKU students do not engage in dishonest behavior, the university's policy regarding academic dishonesty and plagiarism will be upheld in this class. In brief, to represent ideas or interpretations taken from another source as one's own is plagiarism.

Disability Accommodations:

Students with disabilities who require accommodations (academic adjustments and /or auxiliary aids or services) for this course must contact the Office for Student Disability Services, Room 445, Potter Hall. The Office For Student Disability Services telephone number is (270) 745-5004. Please do not request accommodations directly from the instructor without a letter from the Office for Student Disability Services.

THE INSTRUCTOR RESERVES THE RIGHT TO ALTER AND/OR MODIFY THE SYLLABUS AND ASSIGNMENTS AS NECESSARY.

Title IX Policy.

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and Discrimination and Harassment Policy (#0.2040) at https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf. Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.