



School of Kinesiology Recreation & Sport

SPRING 2022 – RSA 536: Event Management
Online

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Office Hours: **BY APPOINTMENT ONLY:**
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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 sport and 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. To help answer this need, this course provides you, the student, with the 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.

COURSE OBJECTIVES:

1. Students will 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 the legal considerations for athletes and events
 - Determine broadcasting considerations
 - Evaluate staffing issues
 - Determine the follow-up and evaluation process and understand its importance
2. Students will implement and evaluate a management plan:
 - Understand the process for purchasing, storing, distributing, and repairing equipment
 - Recognize the three main areas of facility management
 - Illustrate the process of facility planning and renovations

REQUIRED TEXT:

Greenwell, T.C., L.A. Danzey-Bussell, and D.J. Shonk, (2020). *Managing Sport Events*. 2nd ed. Champaign, IL: Human Kinetics.

Students will be required to watch the ESPN 30for30 documentary entitled, Hillsborough. The documentary can be accessed through ESPN+ or purchased on [Amazon](#)

COURSE FORMAT:

This course is a web course. Blackboard will be used for this course.

COURSE POLICIES:

1. Professionalism is important. Please make yourself familiar with the Professionalism section of this syllabus. Turning assignments in on time also reflects professionalism...see below.
2. Assignments are due via Blackboard on the date specified in Blackboard. For every day an assignment is late, I will take 2 points off the total grade for the assignment, up to 10 points. If an assignment is submitted more than 5 days late, you will automatically receive a zero with no chance of making it up.
3. All assignments must be submitted via Blackboard in the appropriate areas unless otherwise instructed.
4. Unless otherwise instructed, writing assignments must be written in APA style. If sources are used, students must include those sources in a reference list, formatted for APA. For tips on how to do this, visit the [Owl Purdue website](#). Grammar, punctuation, and spelling will be included in the evaluation of assignments (up to 10% of total possible points).
5. Peers and professionals may evaluate course assignments.
6. I will **ONLY** accept assignments that are written in Microsoft Word. You will receive a zero for the assignment if it is not uploaded in Microsoft Word. Journal entries need to be typed in the actual text box. I will not grade posts that include an attachment; the substance must be typed in the post or the grade will be a zero.

STATEMENT ABOUT GRADING:

My role includes evaluating and assigning grades for work completed by students. I believe students deserve to receive grades in a timely manner during the course. As a *general guideline*, I will post grades for your assignments within **approximately** 1.5 weeks of their respective **due dates** (not the submission date as I usually grade assignments as a group after the due date). The grading may be earlier some weeks and a little later other weeks, but on *average* your grades should be up within 1.5 weeks of the due date. It is a student's responsibility to successfully submit all assignments on time and to confirm via Blackboard that the assignment has been submitted before the deadline. Confirmation of submission (for assignments, quizzes, exams processed in Blackboard) is accomplished by checking Blackboard for a score for a quiz or exam or an "!" or score for an assignment. Students are to keep a copy of all assignments submitted at least until their final course grade has been posted. Blackboard is not immune to crashing, losing, or corrupting files. Having a backup is a good thing.

COMMUNICATION:

Email Correspondence: The University will use students' WKU e-mail addresses **exclusively** for all university communication. Students may forward their WKU e-mail to another e-mail address, Blackboard is designed to use WKU addresses. If you experience difficulty with your email/Blackboard accounts, please contact WKU's IT Help Desk at 270-745-7000.

*****For e-mail please use the following subject line: [RSA 536] your last name – subject*****

COVID-19 STATEMENT:

Out of respect for the health and safety of the WKU community and in adherence with the CDC guidelines, the University requires that a cloth face covering (reusable or disposable) that covers both the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities. Students who fail to wear a face covering mask as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations to face coverings must be determined by the Student Accessibility Resource Center and documented before a student may attend class.

TITLE IX MISCONDUCT/ASSAULT STATEMENT:

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Title IX Sexual Misconduct/Assault and Discrimination and Harassment Policies](#). 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.

OTHER STUFF:

Academic Integrity: Students who commit any act of academic dishonesty may receive from the instructor a failing grade... in a course without possibility of withdrawal. The faculty member may also present the case to the Office of Student Life for disciplinary sanctions." Students who are unfamiliar with the University's policy on plagiarism should consult the most recent edition of the Western Kentucky University Student Handbook. Students uncertain regarding what actions constitute plagiarism should consult the instructor: Student handbook

Special Accommodations: In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

APA Style: All papers and assignments (excluding Journal entries) must be written in APA style. If sources are used, students must include those sources in a reference list, formatted for APA. For tips on how to do this, visit the Owl Purdue website.

COURSE CONTENT:

A tentative course calendar will be distributed on the first day of the course. I have included a brief explanation of assignments on the next page.

The instructor reserves the right to make necessary changes to the syllabus, course schedule, and learning activities during the course. Students will be notified in advance of any such changes.

Weekly Quizzes	110 points
Students will complete quizzes weekly that coincide with the chapter material for that week.	
Weekly Assignments	220 points
Students will be required to critically think and compose a 300-500 word journal entry over an assigned topic from the weeks material	
Mid-Term Paper (Hillsborough Documentary)	200 points
Students will watch a documentary and write a midterm paper reflecting on the documentary and connecting the content to course material.	
Event Evaluation Assessment	200 points
Students will reflect on what they have learned in this course and make connections and applications with how they will use what they learned in their future careers.	
Comprehensive Final Exam	100 points
Students will complete a final exam at the end of the semester. The exam will cover material that was covered throughout the semester.	
Total Points	830 points