

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NY**



**COURSE OUTLINE
SPMT 308- SPORTS EVENT MANAGEMENT**

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**SCHOOL OF SCIENCE, HEALTH, AND CRIMINAL JUSTICE
Sports Management
Revised MAY 2015**

SPMT 308 - SPORTS EVENT MANAGEMENT

- A. TITLE:** Sports Event Management
- B. COURSE NUMBER:** SPMT 308
- C. CREDIT HOURS:** 3
- D. WRITING INTENSIVE COURSE:** N
- E. COURSE LENGTH:** 15 weeks
- F. SEMESTER(S) OFFERED:** Fall/Spring
- G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** Three lecture hours per week.
- H. CATALOG DESCRIPTION:** This course will focus on the fundamentals of sports events management at multiple levels – recreational, college, and professional. Components will include program planning, organization, budgeting, marketing, risk management, safety and security, staffing, conducting the event, promotional activities, and other factors associated with successful management of sport events. Students will be responsible for the management of at least one sport/recreation event on campus.
- I. PRE-REQUISITIES/CO-COURSES:**
- a.) Pre-requisites: Must be a SPMT major in junior standing or permission of instructor.
- J. GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will be able to:

<i>Course Objective</i>	<i>Institutional SLO</i>
a. Understand the multiple stages and phases of the event planning and management process	2. Crit. Thinking 3. Prof. Competence
b. Analyze the functional relationship between each component involved in planning and conducting successful sport events	2. Crit. Thinking 3. Prof. Competence
c. Explain the importance of risk management in planning and conducting sports events and appraise risk management procedures/policies of various events	2. Crit. Thinking 3. Prof. Competence
d. Plan, organize and execute all phases and components of a small scale sport/recreation event	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
e. Demonstrate effective interpersonal and communications skills and be able to effectively engage and contribute as a group project member.	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
f. Create professional quality event sponsorship presentation utilizing the critical components related to event sponsorships	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal

K. TEXTS:

Greenwell, Danzey-Bussell, Shonk. (2002). *Managing Sport Events*. Champaign, IL:Human Kinetics.

L. REFERENCES:

Lawrence, H. & Wells, M. (2009). *Event management blueprint: creating and managing successful sports events*. Dubuque, IA: Kendall Hunt

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS:

- Event Portfolio Milestones
- Quizzes
- Event critique paper
- Peer group evaluation

P. DETAILED COURSE OUTLINE:

I. INTRODUCTION AND OVERVIEW

- a. Discussion of course expectations, objectives and outcomes
- b. Sports event management and other relevant coursework discussion
- c. Overview of class schedule, event schedule, and milestones
- d. Understanding the Sport Event Industry

II. EVENT DEVELOPMENT

- a. Event conceptualization and research
- b. Importance of creating event mission and writing mission statement
- c. Understanding event goals and objectives
- d. Location implications

MILESTONE 1 COMPONENTS

- Conduct event research
- Brainstorm ideas and select event
- Create event name and logo
- Create mission statement for event and set goals
- Create a preliminary Macro Action Plan identifying all critical event management components relating to selected event
- Develop event structure/format/ rules/policies

III. EVENT OPERATIONS AND PLANNING

- a. Event staffing
- b. Event budgeting
- c. Event marketing
- d. Event sponsorship
- e. Event media promotions and relations
- f. Risk management and assessment

MILESTONE 2 COMPONENTS

- Assign tasks and develop timeline for completion
- Develop Preliminary Budget using budget form
- Develop marketing plan and develop marketing pieces (flyers, posters, social media, etc.)
- Identify potential sponsors
- Develop event registration plan/process and create registration form(s)
- Publicize event
- Develop contingency plan(s)
- Create participant waiver form
- Identify event risks and develop risk management plan

IV. EVENT IMPLEMENTATION AND EVALUATION

- a. Event services and logistics
- b. Event day management
- c. Post event details and evaluation

MILESTONE 3 COMPONENTS

- Assess planning and operations
- Create one week out action plan
- Finalize all details
- Troubleshoot components and find solutions
- Develop event assessment plan

MILESTONE 4 COMPONENTS

- Event Implementation
- Collect, discuss, and analyze assessment data
- Complete Post Event Template

Q. LABORATORY OUTLINE: None