

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



**COURSE OUTLINE  
SPMT 432- APPLIED SPORTS EVENT MANAGEMENT**

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

## SPMT 432 – APPLIED SPORTS EVENT MANAGEMENT

- A. TITLE:** Applied Sports Event Management
- B. COURSE NUMBER:** SPMT 432
- 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:** 3 hours of lecture
- H. CATALOG DESCRIPTION:** This experiential course builds on the fundamentals of sports events management learned in SPMT 308 providing opportunity for the application of principles, best practices, and theories of successful event management. As a group, students are responsible for the total management of a major sporting event available to the public at large. Students have hands-on opportunity for all components of the event including planning, organizing, budgeting, marketing, public relations, leading personnel, risk management planning, conducting the event and event assessment.
- I. PRE-REQUISITIES/CO-COURSES:**
- a.) Pre-requisites: Senior SPMT standing, SPMT (308) Sports Event Management or permission of instructor.

- J. GOALS (STUDENT LEARNING OUTCOMES):**  
**By the end of this course, the student will be able to:**

<i><b>Course Objective</b></i>	<i><b>Institutional SLO</b></i>
a. Apply best practices and theories in planning and organizing all components necessary to conduct a successful major sport event open to the public at large.	2. Crit. Thinking 3. Prof. Competence
b. Relate thoughts and ideas constructively and model positive collaborative skills in group setting	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
c. Apply effective communication skills and demonstrate professionalism in dealing with peers, outside staff, sponsors, participants and all others associated with the management of a selected event.	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
d. Demonstrate problem solving skills through planning phases of a sports event and during an actual event.	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
e. Assess and critically critique a sports event to determine the principles or practices used and the successes or failures of such and make valued recommendations for improvements if needed.	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal

**K. TEXTS: n/a**

**L. REFERENCES:**

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

Bowdin, G., Allen, J., O'Toole, W., Harris, R., McDonnell I. (2011). *Events management, (3<sup>rd</sup> ed.)* Great Britain: Elsevier Ltd.

Mallen, C. & Adams, L. (Eds.). (2013). *Event management in sport, recreation and tourism: Theoretical and Practical Dimensions*. New York, NY: Routledge

**M. EQUIPMENT: Technology Enhanced Classroom**

**N. GRADING METHOD: A-F**

**O. MEASUREMENT CRITERIA/METHODS:**

- Sport Event Critical Critiques
- Case Study Examinations
- Event Planning Modules
- Event Implementation
- Post Event Assessment

**P. DETAILED COURSE OUTLINE:**

I. Introduction and Overview

- a. Discussion of course expectations, objectives and outcomes

II. Event Milestones

**EVENT MILESTONE 1:**

- A. Create mission statement for event and set goals and objectives
- B. Develop a Macro Action Plan - Identify all critical event management components relating to your event
- C. Develop a Macro Calendar to coincide with action plan
- D. Conduct research on event

## **EVENT MILESTONE 2:**

- A. Develop a timeline for all secondary-detailed action plans (micro) for each component identified in Milestone One – including but not limited to:
- Determine event format /rules/policies
  - Assign tasks and develop timeline for completion
  - Determine participant give-a-ways (create the value!)
  - Develop Preliminary Budget using budget form
  - Develop marketing plan and develop marketing pieces (flyers, posters, social media, etc.)
  - Identify AND contact potential sponsors. Create sponsorship letter and forms.
  - 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

## **EVENT MILESTONE 3:**

- A. Event progress report.
1. Report on sponsorships
  2. Report on registration numbers
  3. Concerns / immediate actions needed

## **EVENT MILESTONE 4:**

- A. Develop new actions plan for one week out period
- B. Finalize all details
- C. Troubleshoot components and find solutions
- D. Develop event assessment plan

## **EVENT MILESTONE 5:**

Complete Post Event Assessment Template

- A. The Event
- B. The Planning Process
- C. Implementation
- D. Evaluation
- E. Critical Reflection