

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

SPMT440

Course Summary

Course : SPMT440 **Title :** Sports Event Management and Planning

Length of Course : 8 **Faculty :**

Prerequisites : N/A **Credit Hours :** 3

Description

Course Description:

Sports Event Management and Planning involves a comprehensive overview of the development and implementation process involved with managing a successful sporting event. The student will examine detailed event criteria including time line, budget analysis, sponsorship, event location, staff and consumer management, as well as the development of television and talent contracts. The course shall provide the knowledge necessary to cultivate, organize, and execute any sporting event from a managerial standpoint.

Course Scope:

This course is designed to take students through all of the main tasks involving the creation, management, and operation of a sporting event. This course covers everything from developing and managing a budget to inviting athletes and creating sponsorship packages. The text, Managing Sports Events, provides information on contracts and proposals, practical sample checklists for each stage of event planning, and a complete event time line.

Objectives

After successfully completing this course, students will fulfill the following Learning Objectives (LO):

LO1: Appraise challenges facing sport managers today in the sports industry.

LO2: Identify the steps involved with planning sports events.

LO3: Examine the process of creating a budget and schedules.

LO4: Assess the importance of picking the right site for the event.

LO5: Evaluate creative and practical ways of attracting quality sponsors.

LO6: Propose strategies for event marketing and promotion.

LO7: Analyze the intricacies of media coverage for sporting events.

LO8: Develop procedures involving contracts and legal protection.

LO9: Prepare details involving the implementation of the event itself, from hiring staff, to overseeing event day operations, as well as post-event evaluation.

Outline

Week 1: Understanding the Sport Event Industry

Learning Objectives

LO1: Appraise challenges facing sport managers today in the sports industry.

Readings

THIS CLASS DOES NOT HAVE A TEXTBOOK. This class uses Open Educational Resources (OERs) rather than a textbook. Each week in the Lessons tab you will have different readings/videos that you will read/watch to learn the weekly material. Students are encouraged to augment assignments and forums with outside readings of their interest.

Assignments

Week 1 Discussion

Week 2: Event Conceptualization

Learning Objectives

LO2: Identify the steps involved with planning sports events.

LO3: Examine the process of creating a budget and schedules.

LO4: Assess the importance of picking the right site for the event.

Readings

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Assignments

Week 2 Discussion

Week 2 Assignment

Week 3: Event Bidding and Staffing

Learning Objectives

LO2: Identify the steps involved with planning sports events.

LO9: Prepare details involving the implementation of the event itself, from hiring staff, to overseeing event day operations, as well as post-event evaluation.

Readings

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Assignments

Week 3 Discussion

Recommended Optional Reading

Recommended Media

Week 4: Event Finances

Learning Objectives

LO3: Examine the process of creating a budget and schedules.

LO5: Evaluate creative and practical ways of attracting quality sponsors.

Readings

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Assignments

Week 4 Discussion

Week 4 Assignment

Week 5: Event Marketing and Promotion

Learning Objectives

LO6: Propose strategies for event marketing and promotion.

LO7: Analyze the intricacies of media coverage for sporting events.

Readings

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Assignments

Week 5 Discussion

Week 6: Contracts, Risks, and Laws

Learning Objectives

LO8: Develop procedures involving contracts and legal protection.

Readings

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Assignments

Week 6 Discussion

Week 6 Assignment

Week 7: Event Logistics and Event Day Management

Learning Objectives

LO9: Prepare details involving the implementation of the event itself, from hiring staff, to overseeing event day operations, as well as post-event evaluation.

Readings

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Assignments

Week 7 Discussion

Week 8: Post-Event Details and Evaluation

Learning Objectives

LO9: Prepare details involving the implementation of the event itself, from hiring staff, to overseeing event day operations, as well as post-event evaluation.

Readings

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Assignments

Week 8 Discussion

Week 8 Assignment

Evaluation

Grading:

Name	Grade %
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Discussions	30.00 %
Week 1: Introductions and Jobs in Event Management	5.00 %
Week 3: Location of the Sports Event	5.00 %
Week 4: Budgets and Sponsorships	5.00 %
Week 5: Social Media for Marketing and Promotions	5.00 %
Week 7: Event Logistics	5.00 %
Week 8: Event Debriefing and Evaluation	5.00 %
Assignments	45.00 %
Week 2: Assignment: Event Planning	15.00 %
Week 4 Assignment: Final Project Outline	15.00 %
Week 6 Assignment: Facility Safety	15.00 %
Final Project	25.00 %
Week 8 Assignment: Final Project - Sponsorship Proposal	25.00 %

Materials

Book Title: Various resources from Trefry Library and/or the Open Web are used. Links provided inside the classroom.

Author:

Publication Info:

ISBN: D2L Note

Course Guidelines

COURSE DELIVERY METHOD

This course is delivered via distance learning, enabling students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student.

Please note that everything is based on Eastern Time (ET). Many of you are located in other time zones. The clock at the top of the main classroom page is set to ET. Please use this as your guide.

WRITING AND FORMATTING EXPECTATIONS

Students will follow the APA Style Manual, 7th Edition as the sole citation and reference style used in all work submitted as part of coursework to the University. Any references used to complete assignments must be identified with properly formatted text citations and a reference page regardless of submission format (Word, PowerPoint, etc.).

APA formatting requires assignments to be submitted in a font and page set-up that is readable and neat. It is recommended that students try to adhere to a consistent format. A few of the most common APA

requirements include the following.

- Typewritten in double-spaced format with a readable style and font and submitted inside the electronic classroom (unless classroom access is not possible and other arrangements have been approved by the professor).
- 12-point font size and Times New Roman style is preferred.
- Page margins (top, bottom, left and right) should be 1 inch, with reasonable accommodation made for special situations and online submission variances.

WEEKLY DISCUSSIONS

In all discussions, students are required to submit one initial post by Wednesday at 11:55 pm ET and a minimum of two replies to classmates by Sunday at 11:55 pm ET. For Week 1 only, initial posts should be at least 250 words, original in content, and demonstrate a thorough analysis of the topic. Replies should be informative, and contribute to advancing knowledge of the topic.

Participation in a Week 1 discussion serves as a student's official entry into a course and requires special attention. Students must complete the Week 1 discussion no later than Sunday at 11:55 pm ET in order to maintain registration in the course.

Discussion Interaction Guidelines

Online universities promote the advancement of knowledge through positive and constructive debate, both inside and outside the classroom. Discussions on the Internet, however, occasionally can degenerate into needless insults and other unproductive conversation. Such activity and the loss of good manners are not acceptable in a university setting; basic academic rules of good behavior and proper "netiquette" must persist. Remember that you are in a place for the fun and excitement of learning that does not include personal attacks or attempts to intimidate or stifle the discussion of others. Despite the best of intentions, jokes and, especially satire, can easily get lost or become unintentionally offensive. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers.

COURSE ANNOUNCEMENTS

Instructors typically post announcements throughout a course to communication information in regard to changes in due dates, clarifications on assignments, additional resources for lessons, etc. It is the responsibility of each student to review announcements on a regular basis to stay informed on any course updates.

ASSIGNMENT AND DISCUSSION DUE DATES AND LATE WORK

Students are expected to submit assignments and discussions by the due dates listed in the classroom. Depending on circumstances, assignments may not be accepted late or after the course end date. Submitting an assignment late may result in a penalty of up to 10% per day late, not to exceed a maximum of 50% (5 days late).^{*} Whether assignments are accepted late, or if a late penalty is applied, is at the faculty member's discretion.^{**} For discussions, since posting after a week has concluded provides no value to the course, no initial posts or replies will be accepted after the due date. Faculty may be more flexible if potential delays are communicated ahead of time.

^{*}Late penalties are applied before assignments are graded.

^{**}Programs with specialty accreditation and students with DSA accommodations may have different late policies applied.

DISCLAIMER STATEMENT

Course content may vary from the content outline to meet the needs of this particular group.

Communications

Student Communication

To reach the instructor, please communicate through the MyClassroom email function accessible from the Classlist of the Course Tools menu, where the instructor and students email addresses are listed, or via the Office 365 tool on the Course homepage.

- In emails to instructors, it's important to note the specific course in which you are enrolled. The name of the course is at the top center of all pages.
- Students and instructors communicate in Discussion posts and other learning activities.
- All interactions should follow APUS guidelines, as noted in the [Student Handbook](#), and maintain a professional, courteous tone.
- Students should review writing for spelling and grammar.
- [Tips on Using the Office 365 Email Tool](#)

Instructor Communication

The instructor will post announcements on communications preferences involving email and Instant Messaging and any changes in the class schedule or activities.

- Instructors will periodically post information on the expectations of students and will provide feedback on assignments, Discussion posts, quizzes, and exams.
- Instructors will generally acknowledge student communications within 24 hours and respond within 48 hours, except in unusual circumstances (e.g., illness).
- The APUS standard for grading of all assessments (assignments, Discussions, quizzes, exams) is five days or fewer from the due date.
- Final course grades are submitted by faculty no later than seven days after the end date of the course or the end of the extension period.

University Policies

Consult the [Student Handbook](#) for processes and policies at APUS. Notable policies:

- [Drop/Withdrawal Policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Academic Dishonesty / Plagiarism](#)
- [Disability Accommodations](#)
- [Student Deadlines](#)
- [Video Conference Policy](#)

Mission

The [mission of American Public University System](#) is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

Minimum Technology Requirements

- Please consult the catalog for the minimum hardware and software required for [undergraduate](#) and [graduate](#) courses.
- Although students are encouraged to use the [Pulse mobile app](#) with any course, please note that not all course work can be completed via a mobile device.

Disclaimers

- Please note that course content – and, thus, the syllabus – may change between when a student registers for a course and when the course starts.
- Course content may vary from the syllabus' schedule to meet the needs of a particular group.