

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.

American Public University System

The Ultimate Advantage is an Educated Mind

School of Health Sciences
Course Number: SPMT612
Course Name: Sports Event Management
Credit Hours: 3
Length of Course: 8 Weeks
Prerequisite(s): None

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Course Description (Catalog)

This course focuses on sports event management, to include legal, financial, promotions, public relations, leadership, and human resources associated with events management across a number of sports disciplines, including professional and amateur events.

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Course Scope

Emphasis in this course will be placed on the skills needed to successfully manage sport events at various scales and across several sports disciplines. The course will also provide students an opportunity to critically analyze several components of events which will challenge them to apply management principles to real world scenarios. The ultimate objective of the course is to enable the student to critically evaluate and analyze the management of various parts of sport events. To this end,

students will be able to efficiently and effectively solve problems and communicate their recommendations to others.

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Course Objectives

After successfully completing this course, students will fulfill the following **Learning Objectives** (L.O.):

1. Deconstruct global sport event management and the nature and scope of opportunities in the sport event industry.
2. Analyze the importance and role of various sport organizations and organizing bodies.
3. Examine the processes involved in sport event management, the application of these procedures leading to event implementation and goal attainment.
4. Judge the importance of sport events to the development of short and long term objectives on a local, national, and international scope.
5. Solve and critique the various components of major sport events and attribute the relevance of sponsors to the successful implementation of sport events.
6. Prepare a marketing plan and demonstrate implementation in regards to sport event management and execution and examine research on sport events at multiple stages within the event process and published research.

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Course Delivery Method

SPMT612 Sports Event Management 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. Online assignments are due by the SUNDAY of each week at 11:55 pm EST, and include the completed forum questions (accomplished through a threaded discussion board) and individual assignments (submitted to the faculty member for review). Your initial posting to each forum MUST be made by Wednesday of the given week. This will give your classmates a chance to respond to your posts before the Sunday deadline. You should not submit your assignments until you have completed all parts.

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

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Course Materials

Required Course Textbook:

Book Number	Authors	Book Title	Publication Info	ISBN
SPMT612-0	Masterman, G.	Strategic Sports Event Management	Abingdon, UK: Routledge	ISBN13: 978-0415532792

Textbook in APA Format:

Masterman, G. (2014). *Strategic sports event management* (3rd Ed.). Abingdon, UK: Routledge.

Additional Resources:

There may be other materials, including Web sites outside the classroom, assigned by the instructor during the course.

Websites:

In addition to the required course readings the following public domain websites are useful. Please abide by the university's academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

Site Name	Website URL/Address
The OWL at Purdue	http://owl.english.purdue.edu/
APA Style Homepage	http://www.apastyle.org/index.aspx
North American Society for Sport Management	https://www.nassm.com/

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Evaluation Procedures

Graded Assignments	Percentage of Grade
Introduction Forum	1
Forums (8)	27
Assignments (5)	45
Final Project	28

Total	100

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Grading Scale		
Grade	Quality Points/Grading Percent	Description
A	4.00/ 100 - 94	All: Very High Quality, Clearly Above Average Work
A-	3.67/ 93 - 90	
B+	3.33/ 89 - 87	
B	3.00/ 86 - 84	Undergrad: Above Average Graduate: Expected Performance Level
B-	2.67/ 83 - 80	
C+	2.33/ 79 - 77	
C	2.00/ 76 - 73	
C-	1.67/ 72 - 70	Undergrad: Below Average Graduate: Failing
D+	1.33/ 69 - 67	Undergrad: Unsatisfactory Graduate: Failing
D	1.00/ 66 - 64	Undergrad: Unsatisfactory Graduate: Failing
D-	0.67/ 63 - 60	Undergrad: Unsatisfactory Graduate: Failing
F	0.00/ 59 - 0	Undergrad: Failing Graduate: Failing
P	None	Undergrad: Pass Graduate: Pass
PD	None	Graduate Comprehensive Exam Only: Pass with Distinction
FAIL	None	Graduate Comprehensive Exam Only: Failed the Exam
I	None	All: Incomplete (not allowed as a final grade)
DP	None	Dropped
W	None	All: Withdrawn
X	None	Audit grade: No Academic Credit Awarded

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<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>	<u>Reading(s)</u>	<u>Assignment(s)</u>
1	The Sports Event Industry	1	Chapters Intro, 1 & 2	Introduction

	Event Organizations			Forum 1 Assignment: IOC Sports Lists
2	The Sports Event Planning Process Impacts and Legacies	2	Chapters 3 & 4	Forum 2
3	Financial Planning and Control Event Revenue Maximization	3	Chapters 5& 6	Forum 3 Assignment: Sport Business Research Network
4	The Bidding Process Event Implementation	4	Chapters 7 & 8	Forum 4 Assignment: Approval of Final Project
5	Marketing Planning and Implementation	5	Chapter 9	Forum 5 Assignment: Sports Marketing Mix
6	Innovative Communications	5	Chapter 10	Forum 6 Assignment: Sports Event Leaders
7	Sports Event Sponsorship	6	Chapter 11	Forum 7 Assignment: Final Project

8	Research and Evaluation		Chapter 12	Forum 8
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Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

WRITING EXPECTATIONS

All written submissions should 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, which is described below.

- 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).
- Arial 11 or 12-point font or Times New Roman styles.
- Page margins Top, Bottom, Left Side and Right Side = 1 inch, with reasonable accommodation made for special situations and online submission variances.

CITATION AND REFERENCE STYLE

Attention Please: Students will follow the APA Style Manual, 6th Edition as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation used in the APA Style Manual, 6th Edition.

DISCUSSION FORUMS

Introduction Forum

It is very important that you participate in the Introduction Forum. Please introduce yourself to the instructor and the class. Share where you work or plan to work after completing your program, your family, and any hobbies or special interests. Also tell us why you are taking this course and what you hope to gain from earning your degree. In addition, please take a look at the course objectives in the syllabus and discuss their relevance to your career goals.

Instructions: Your initial post should be at least 300 words. Initial responses are to be original in content and demonstrate a thorough analysis of the topic. Include at

least 1 properly cited reference. Please respond to at least 2 other students. Responses should be a minimum of 150 words. Responses to classmates are informative and contribute to advancing knowledge of the topic. Participation in this forum serves as your official entry into the course and this is why we have drawn special attention to this assignment. You will be reminded of this Forum again in the Week 1 Lesson, but please keep in mind that you must submit this Introduction Forum by 11:55 p.m., ET, on Sunday of Week 1 to maintain your registration in the course.

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 "flaming." 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: ;-),:).

LATE ASSIGNMENTS

Students are expected to submit classroom assignments by the posted due date/time and to complete the course according to the published class schedule. As adults, students, and working professionals it is understand you must manage competing demands on your time. Should you need additional time to complete an assignment please contact the instructor before the due date so the situation can be discussed and an acceptable resolution determined. Late assignments are subject to a reduction of 10% (one letter grade) for each 24 hour period after the specified due date/time. In cases where advanced notice is not provided, whether an assignment may be submitted is at the discretion of the instructor.

NETIQUETTE

Online universities promote the advance of knowledge through positive and constructive debate--both inside and outside the classroom. Discussions on the Internet, however, can occasionally degenerate into needless insults and "flaming." 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 descent to personal attacks, or student attempts to stifle the discussion of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.

- **Humor Note:** Despite the best of intentions, jokes and--especially--satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers: ;-), :), ☺

DISCLAIMER STATEMENT

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

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Turnitin.com:** [Turnitin.com](http://turnitin.com) is a tool to improve student research skills that also detect plagiarism. Turnitin.com provides resources on developing topics and assignments that encourage and guide students in producing papers that are intellectually honest, original in thought, and clear in expression. This tool helps ensure a culture of adherence to the University's standards for intellectual honesty. Turnitin.com also reviews students' papers for matches with Internet materials and with thousands of student papers in its database, and returns an Originality Report to instructors and/or students.
- **Tutor.com** is an award-winning online homework help and learning service that connects students to a certified tutor for one-on-one help. Get help with homework, studying, projects, essay writing, and test prep in every subject, including algebra, statistics, chemistry, physics, social studies, and English. There are thousands of academic and career services resources—worksheets, practice problems, videos in every subject, as well as financial literacy tips. They are available 24/7 so you can access them whenever you need extra help.

Request a Library Guide for your course
[\(<http://apus.libguides.com/index.php>\)](http://apus.libguides.com/index.php)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. These are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SPHE326) or class name.

If a guide you need isn't available yet, let us know by emailing the APUS Library: librarian@apus.edu

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