

University of Florida
College of Health and Human Performance
Department of Sport Management

SPM 4905 – Sport Event Management Spring 2020

Mondays, Wednesdays, and Fridays (10:40 am – 11:30 am)

Late or Emailed assignments are NOT accepted.

Instructor: Dr. Cynthia Willming

Email: willming@hhp.ufl.edu

Office Phone: 352-294-1662

Office Hours: Mondays and Wednesdays 11:30 am to 12:30 am and by appointments. (The best way to contact me outside of office hours is through email.)

Department Chair: Dr. Michael Sagas

Course Description: This course introduces students to the fundamentals of sport event management through the application of project management. Students will create sport events focusing on risk management, budgeting, bidding, design, promotion, staffing, sponsorship, sustainability, and evaluation.

Course Objectives: Upon completion of this course, students will be able to:

- Describe project management and its application to sport events.
- Explain risk-management strategies to plan and manage sport events.
- Apply management, marketing, and financial principles to manage sport events.
- Evaluate proper leveraging and measurement techniques to improve the legacy of sport events.

Required Text: Aicher, T. J., Newland, B., & Paule-Koba, A. (2019). Sport Facility and Event Management, Second Edition. Burlington, MA: Jones & Bartlett Learning.

Instructional Methods: The instructional methods for this course consist of lectures, readings, and discussions to provide students with a variety of learning methods.

Evaluation of Grades: Students will be assessed based on the assignments below:

Assignments	Points	%
Exam I	100	19%
Exam II	100	19%
Assignments (12 x 15 pts)	180	34%
Attendance (10 x 5 pts)	50	9%
Certificates (2 x 50 pts)	100	19%
Total Points	530	100%

Grading Policy:

A	92.5-100	4.0	B+	86.5-89.4	3.33	C+	76.5-79.4	2.33	D+	66.5-69.4	1.33	E	59 & below	0.0
A-	89.5-92.4	3.67	B	83.5-86.4	3.0	C	73.5-76.4	2.0	D	63.5-66.4	1.0			
			B-	79.5-83.4	2.67	C-	69.5-73.4	1.67	D-	59.5-63.4	0.67			

Grading Rubric:

- A & A- Outstanding: The project far surpasses the assignment requirements, well organized, analytical rather than descriptive, and excellent grammar.
- B+, B, & B- Very Good: Project exceeds the minimal requirements of the assignment, organized, descriptive rather than analytical, and good grammar.
- C+, C, & C- Average: Project may not meet all criteria of the assignment, organization is below average, paper is far too descriptive, and poor grammar.
- D+, D, & D- Below Average: Project barely meets minimum criteria.
- E Fail: Project does not meet the minimum criteria.

Exams I and II (2 x 100 pts = 200 points):

- Two exams are administered based on the lectures, discussions, readings, and supplemental materials.
- Exams are multiple choice, true/false, fill in the blank, and/or short answer questions.
- You will not need scantrons for this course.
- Make-up exams are NOT permitted unless absences are in accordance with UF's Make-Up Policy.

Assignments (12 x 15 pts.):

- ***Bring a hardcopy of all assignments prior to the beginning of class.**
- ***Canvas will not be used to upload assignments.**
- Assignments are designed to assist students in expanding their knowledge and understanding of administrative skills in sport management.
- Please type the title of each assignment along with the typed question(s), and corresponding number for each question.
- Provide your typed response under each numbered question.
- All assignments must be typed and follow APA guidelines. Refer to the policy section of the syllabus.
- Assignment due dates are posted in the course schedule.

Attendance (10 x 5 pts. = 50 points):

- Random attendance is taken ten times during the semester.
- Attendance points are earned if the student is present in class and signs the attendance sheet.
- ***If the student is absent from class, arrives late, or leaves early without signing the attendance sheet, zero points are earned. No exceptions!***
- If you are absent from class, obtain missed information from a classmate.

Course Policies

1. Professional Behavior: Professional behavior is expected from all students. This includes respect and consideration for the instructor and other students. Use respectful language through written and verbal communication and make relevant points about the course content. Avoid us all caps in emails.

2. Attendance:

- Random attendance is taken throughout the semester.
- Attendance points are earned ONLY if the student signs the attendance sheet during the class period it is disseminated.
- If the student is absent from class, arrives late, or leaves early without signing the attendance sheet, zero points are earned. No exceptions!
- If you are absent from class, you are responsible for obtaining the missed information from a classmate. Requirements for class attendance are consistent with University policy:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

3. Excused Absences: Students are considered excused from class for the following reasons: documented illness, serious family emergency, certain curricular requirements, military obligations, severe weather conditions or observance of religious holidays, as noted by the UF: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. Please obtain missed information from a classmate.

4. Unexcused Absences: Unexcused absences include but are not limited to outside extracurricular activities, work, family or personal vacations, or choosing not to participate. Requirements for unexcused absences are consistent with University policy: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. Please obtain missed information from a classmate.

5. Assignments: Word Files Only

- ***Bring a hard copy of all assignments prior to the beginning of class.**
- ***Canvas will not be used to upload assignments.**
- **Late or emailed assignments are not accepted** unless in accordance with the UF's Make-Up Policy.
- Assignments must follow **APA guidelines** (https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html) and use appropriate grammar, spelling, punctuation, and sentence structure; otherwise, points are deducted.
- Hand-written assignments are not accepted.
- All assignments must be **TYPED and double spaced**, using 12-point font, Times New Roman typeface, and 1-inch margins.
- Include your first and last name and date in the upper right corner of the first page of the assignment.
- Center the title immediately after the information in the upper right corner and above the first line of text.
- Include citations, if necessary.
- Technology problems are not acceptable excuses for late assignments.
- Refer to the Course Schedule and/or Canvas for assignment due dates.
- Please proofread all assignments.
- Plagiarism is not tolerated in this course.

6. Grades:

- Grades are dependent on the student's performance measured by, but not limited to, exams, assignments, in-class activities, and attendance.
- Final grades are based on the accumulation of points the student earns throughout the semester.
- Total points are converted to letter grades using the grading scale located at the beginning of the syllabus and I do round up grades ending in .5.
- The grading scale is strictly enforced and unchangeable.
- The professor will NOT change grades at the end of the semester because the student is unhappy with their academic performance.
- Grades are posted on the Canvas site.

7. DRC Accommodations:

- It is important to me that I accommodate students with disabilities.
- If you are aware of your disability or might be concerned you have a disability, register with the Disability Resource Center (DRC) (352-392-8565, <https://www.dso.ufl.edu/drc>) in the Dean of Students Office.

- Please meet with me to discuss your accommodations, during the first two weeks of the semester to ensure I fully understand your needs.
- It is my goal to provide you with the tools necessary to ensure you are successful in the classroom.

8. Honor Code: University of Florida students are required to abide by the Honor Code pledge:

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.” You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida. The following pledge is either required or implied: *“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”* It is assumed all students will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams, etc.). As part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code: (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>). You are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor. **Violations of the Honor Code at the University of Florida will not be tolerated.** Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, refer to <http://www.dso.ufl.edu/SCCR/honorcodes/honorcode.php>.”

Any violation of the Academic Honor Code will result in a zero (0) for the assignment, and the student will be reported to the Dean of Students Office. There are no exceptions to this policy.

9. Course Evaluations: Students can provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

10. Student Privacy: There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:

<http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

11. Campus Resources:

- **U Matter, We Care:** The U Matter, We Care initiative is committed to creating a culture of care by encouraging members of the UF community to look out for one another and to reach out for help. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. If you or a friend needs help, please call 352-1575 or send an email to umatter@ufl.edu. Please remember that asking for help is a sign of strength. In case of emergency, call 911.
- **Counseling and Wellness Center:** <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- **Sexual Assault Recovery Services (SARS):** Student Health Care Center, 392-1161.
- **University Police Department:** 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

12. Academic Resources:

- **E-learning technical support:** 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.
- **Career Resource Center:** Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.

- **Library Support:** <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.
- **Teaching Center:** Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/>.
- **Writing Studio:** 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>.
- **Student Complaints Campus:** https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.
- **On-Line Students Complaints:** <http://www.distance.ufl.edu/student-complaint-process>.

13. Changing Name Display in Canvas

- It is important to the learning environment that you feel welcome and safe in this class; and that you are comfortable participating in class discussions and communicating with me on any issues related to the class. If your preferred name is not the name listed on the official UF roll, please let me know as soon as possible by e-mail or otherwise. I would like to acknowledge your preferred name, and pronouns that reflect your identity. Please let me know how you would like to be addressed in class, if your name and pronouns are not reflected by your UF-rostered name. I welcome you to the class and look forward to a rewarding learning adventure together.
- You may also change your “Display Name” in Canvas. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.

14. Technology

- **Laptops and cell phone are NOT permitted in class.**
- All electronic devices must be turned off (not on vibrate) and put away so these devices are NOT visible during class.
- **Students are strictly prohibited from recording (audio or video) course lectures.**

Tentative Course Schedule

Wks.	Dates	Readings	Assignments
#1	Mon 1-6	Course and Syllabus Introduction	
	Wed 1-8	Chapter 1. Introduction and History	
	Fri 1-10	Chapter 1. Introduction and History	
#2	Mon 1-13	Chapter 2. Project Management and Event Planning	
	Wed 1-15	Chapter 2. Project Management and Event Planning	Due: Assignment A: Career Skills
	Fri 1-17	Chapter 2. Project Management and Event Planning	Due: Assignment B: 5Ws
#3	Mon 1-20	<i>Martin Luther King Day – No Class</i>	<i>Martin Luther King Day – No Class</i>
	Wed 1-22	Chapter 4. Risk Management	
	Fri 1-24	Chapter 4. Risk Management	Due: Assignment C: SWOT & Goals
#4	Mon 1-27	Chapter 5. Finance and Budgeting	Due: Assignment D: Risks
	Wed 1-29	Chapter 5. Finance and Budgeting	
	Fri 1-31	Chapter 5. Finance and Budgeting	
#5	Mon 2-3	Chapter 6. Bidding and Planning for Different Events	Due: Assignment E: Budgeting
	Wed 2-5	Chapter 6. Bidding and Planning for Different Events	
	Fri 2-7	Chapter 6. Bidding and Planning for Different Events	

#6	Mon 2-10	Chapter 8. Marketing and Events	Due: Assignment F: Bidding
	Wed 2-12	Chapter 8. Marketing and Events	
	Fri 2-14	Chapter 8. Marketing and Events	Due: Assignment G: Promotion
#7	Mon 2-17	Chapter 9. Consumer Behavior	Due: Assignment H: Marketing
	Wed 2-19	Chapter 9. Consumer Behavior	
	Fri 2-21	Chapter 9. Consumer Behavior	
#8	Mon 2-24	Exam I Review Chapters 1, 2, 4, 5, 6, 8, & 9	
	Wed 2-26	Exam I: Chapters 1, 2, 4, 5, 6, 8, & 9	Exam I
	Fri 2-28	Out of Class Assignment	
#9	Mon 3-2	Spring Break – No Class	Spring Break – No Class
	Wed 3-4	Spring Break – No Class	Spring Break – No Class
	Fri 3-6	Spring Break – No Class	Spring Break – No Class
#10	Mon 3-9	Chapter 10. Managing People in Events	
	Wed 3-11	Chapter 10. Managing People in Events	
	Fri 3-13	Chapter 10. Managing People in Events	
#11	Mon 3-16	Chapter 11. Customer Service	Due: Assignment I: Staffing
	Wed 3-18	Logistics	
	Fri 3-20	Logistics	
#12	Mon 3-23	Chapter 12. Sponsorship	Due: Assignment J: Logistics
	Wed 3-25	Chapter 12. Sponsorship	
	Fri 3-27	Chapter 12. Sponsorship	
#13	Mon 3-30	Chapter 13. Traditional Revenue Generation in Sport	Due: Assignment K: Sponsorship
	Wed 4-1	Chapter 13. Traditional Revenue Generation in Sport	Due: #1 Certificate
	Fri 4-3	Chapter 13. Traditional Revenue Generation in Sport	
#14	Mon 4-6	Chapter 14. Sustainability and Legacy	
	Wed 4-8	Chapter 14. Sustainability and Legacy	Due: #2 Certificate
	Fri 4-10	Chapter 14. Sustainability and Legacy	
#15	Mon 4-13	Chapter 15. Measurement and Evaluation	Due: Assignment L: Sustainability
	Wed 4-15	Chapter 15. Measurement and Evaluation	
	Fri 4-17	Chapter 15. Measurement and Evaluation	
#16	Mon 4-20	Exam Review Chapters 10-15	
	Wed 4-22	Exam II Chapters 10-15	EXAM II

This course schedule is tentative and might change based on the pace of the lectures and student needs. Changes to the syllabus will be announced through Canvas. The instructor bears no responsibility of announcing the changes to each individual student.