

Sport Event Management

Principles and applications

SPM5107 | Class # 19095 | 3 Credits | Spring 2025

Connect with HHP



Course Info

INSTRUCTOR

Name & Credentials: Joleen Cacciatore Miller
Department of Sports Management
Email: jcacciatore@ufl.edu
Preferred Method of Contact: Email

OFFICE HOURS

Virtual Office: Please contact me to make an appointment.

MEETING TIME/LOCATION

This course does not have scheduled meeting times. Access course through Canvas on UF e-Learning (<https://elearning.ufl.edu/>) & the Canvas mobile app by Instructure

COURSE DESCRIPTION

Introduces students to the planning and management of national and international sport events through the strategic and systematic process of event management, exploring the phases and structural domains associated with the model.

PREREQUISITE KNOWLEDGE AND SKILLS

Prerequisite: 7HH or 8HH standing.

REQUIRED AND RECOMMENDED MATERIALS

Required text: Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2019). Sport facility & event management. Jones & Bartlett Learning. ISBN 9781284152944

Free download here: <https://ebin.pub/sport-facility-and-event-management-2nbsped-9781284152944-1284152944-9781284152951-1284152952.html>

There will be some notes and open access resources that will be posted on canvas.

COURSE FORMAT

This course will consist of pre-recorded lectures and interviews, readings, and discussions. Students should read all textbook and reading materials before watching lectures and interviews. After readings students should watch pre-recorded lectures and interviews to compete weekly discussions based on assigned due dates. Key assignments part of the course need to be completed on time. Students should be self-directing and are responsible for adhering to all posted due dates on syllabus. To compete this course students need basic understanding of how to operate a computer, how to use word processing software and Zoom.

COURSE LEARNING OBJECTIVES

By the end of this course, students should be able to:

- Apply the event management process to sport events.
- Develop leadership behaviors to successfully manage diverse populations.
- Create risk management solutions to minimize, transfer, or avoid risks related to sport events.
- Respond appropriately to managerial challenges facing sport event managers.

EVALUATION SCHEME

Assignment details- more on canvas	% breakdown
Assignment 1: Research a sporting event's stakeholders, goals and objectives. Distinguish possible project management positive and negative outcomes using the Triple Constraint.	25
Assignment 2: Interview Sports Event Planner and reflect on your future career in event operations	25
Assignment 3: Create real-life projects for a sporting event dealing with logistics of event day management, event day run of show and post event timeline.	30
Online discussion boards (10 discussion boards beyond the assignment discussion boards)	20
Total	100

DISCUSSION BOARDS

There are Discussion Board Assignments that are due as outlined on the schedule. During the week they are due, you have to **submit them by 11:00 p.m. on Thursdays**. Discussion threads should build on the weekly readings and be reflective of both the articles and course concepts. There will be additional instructions on the course website regarding the post expectations and deadlines.

GRADING

The grades are formed on calculation of assignment weights. The grades on canvas are not representing your final grade. (There will be no rounding of the grades, no exceptions). The final grade will be assigned according to the following grading scale:

A = 100-93	C(S) = 76.99-73
A- = 92.99-90	C-(U) = 72.99-70
B = 89.99-87	D+ = 69.99-67
B = 86.99-83	D = 66.99-63
B- = 82.99-80	D- = 62.99-60
C+ = 79.99-77	E = 59.99-0

WEEKLY SCHEDULE (Tentative and could be changed due to schedule conflicts)

Week	Dates	Topic	Assessments Due: Due Date/Time
1	January 13 - 17	Introduction & syllabus overview	Syllabus Quiz & Student Introductory Assignment Due by Thursday Jan. 16, by 11pm
2	January 20 -24	The event world: from small scale sport events to large and mega scale sport events <i>Readings:</i> Sports ETA's 2021 State of the Industry Report Chapter 1 : Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2019). Sport facility & event management. Jones & Bartlett Learning	Discussion board 1: due by Thursday Jan. 23, by 11 pm
3	January 27 – 31	General Event Planning Considerations: Key Questions to Answer <i>Reading:</i> Chapter 6: Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2019). Sport facility & event management. Jones & Bartlett Learning Writer, S. (2022, June 6). <i>The ultimate event planning checklist</i> . Guidebook Blog. https://guidebook.com/mobile-guides/event-planning-checklist/ Event Operations & Facilities Management <i>Reading:</i> Chapter 3: Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2019). Sport facility & event management. Jones & Bartlett Learning	Discussion board 2: due Thursday of this week, Jan. 30, by 11 pm
4	February 3 - 7	Pre-Event – Event Conceptualizing <i>Reading:</i> Chapter 7: Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2019). Sport facility & event management. Jones & Bartlett Learning	Discussion board 3: due Thursday of this week, Feb. 6, by 11 pm

5	February 10 -14	<p>Project management considerations</p> <p><i>Reading:</i> Chapter 2: Pages 17-31: Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2019). Sport facility & event management. Jones & Bartlett Learning</p>	No discussion board
6	February 17 - 21	Project 1	Due by Thursday of this week, Feb. 20, by 11pm
7	February 24 -28	<p>Project Management Tools</p> <p><i>Reading:</i> Chapter 2: Pages 31 –36: Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2019). Sport facility & event management. Jones & Bartlett Learning</p>	<p>Discussion board 4: due Thursday of this week, Feb. 27, by 11 pm</p> <p>Mid-Course Survey – due Thursday of this week, Feb. 27, by 11 pm</p>
8	March 3 -7	<p>Personality for sport event operations</p> <p><i>Reading:</i> Parent, M. M., Olver, D., & Séguin, B. (2009). Understanding leadership in major sporting events: The case of the 2005 World Aquatics Championships. <i>Sport Management Review</i>, 12(3), 167-184.</p>	Discussion board 5: due Thursday of this week, March 6, by 11 pm
9	March 10 - 14	<p>Event Staffing</p> <p><i>Reading:</i> Chapter 10: Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2019). Sport facility & event management. Jones & Bartlett Learning</p>	Discussion board 6: due Thursday of this week, March 13, by 11 pm

10	March 17 – 21	Spring Break	
11	March 24 - 28	<p>Political savviness <i>Reading:</i></p> <p>Schuetz, L., Otto, M. G., & Oja, B. D. (2022). A Political Perspective of Leadership: Examining the Political Skill of Sport Managers. <i>Journal of Global Sport Management</i>, 1-21.</p> <p>World Games leaves financial train wreck, reigniting hosting debate. (n.d.). Sports Destination Management. https://www.sportsdestinations.com/destinations/alabama/world-games-leaves-financial-train-wreck-30772</p>	Discussion board 7: due Thursday of this week, March 27, by 11 pm
12	March 31 – April 4	Project 2	Due by Thursday of this week, April 3, by 11pm
13	April 7 - 11	<p>Event services and logistics <i>Reading:</i></p> <p>Chapter 4 : Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2019). Sport facility & event management. Jones & Bartlett Learning</p>	Discussion board 8: due Thursday of this week, April 10, by 11 pm
14	April 14 – 18	<p>Event day management <i>Reading:</i></p> <p>Chapter 11: Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2019). Sport facility & event management. Jones & Bartlett Learning</p>	Discussion board 9: due Thursday of this week, April 17, by 11 pm
		<p>Post event details and evaluation <i>Reading:</i></p> <p>Chapter 15 : Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2019). Sport facility & event management. Jones & Bartlett Learning</p>	Discussion board 10: due Wednesday of this week, April 17, by 11 pm
15	April 21 - 23	Project 3	Due Monday, April 21, by 11pm

COURSE & UNIVERSITY POLICIES

Statement of University's Honesty Policy (use of copyrighted materials and unethical exam behaviors)

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students 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." The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click [here](#) to read the Conduct Code. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Accommodations for Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click [here](#) to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. If any student has a need for a special accommodation, please let me know within the first week of class to ensure any necessary accommodations.

ONLINE Class Demeanor Expected by the Professor

You are expected to upload your posts on time and complete your assignments on time. If you are late posting for any reason, please let the instructor know as soon as possible. Please be familiar with all the due dates and be respectful of those assignments that require your post by a certain date so another student can respond.

Late assignment policy

Late assignments will be accepted with a penalty of 10% per calendar day late which means that after 10 days from the due date the assignment will receive no points.

Inclusivity statement

The following statement reflects my beliefs and was adopted by the UF Center of Teaching Excellence: "Inclusive teaching provides a learning experience that allows students from all backgrounds, learning styles and abilities to be successful. Inclusive teaching strategies contribute to an inclusive learning environment in which all students feel equally valued. Inclusivity in the classroom implies that the classroom environment is one in which all students feel that their contributions and perspectives are equally valued and respected (Cal Poly)." Source: <http://teach.ufl.edu/resource-library/inclusivity-in-the-classroom/>

Teaching Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/> . Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/> . Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/> .

Attendance policy

Requirements for class attendance and make-up exams, assignments, and other work in this course is consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> . Please let the instructor know as soon as possible if you are not able to meet a deadline.

Campus Resources

Campus Resources: Health and Wellness U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit [the Student Health Care Center website](#).

University Police Department: Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](#).

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

[Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
On-Line Students Complaints: [View the Distance Learning Student Complaint Process](#)

In-Class Recordings

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session. Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student

ATTENDANCE POLICY

Students are not physically required to be on University of Florida’s campus to complete this online course. Students are required to complete the discussions and projects by their specific due date.