

# Sport Event Management

SPM 3109

Class #18214 (SM06) & 18160 (UF34)

3 Credits | Spring 2025

Connect with SPM



[www.facebook.com/UFSPM/](https://www.facebook.com/UFSPM/)



<https://www.instagram.com/ufspm/>



<https://twitter.com/ufspm>



<https://www.linkedin.com/school/ufspm/>

## Course Information

### INSTRUCTOR

**Dr. Cynthia Willming**

Office: FLG 300 A

Office Phone: 352-294-1662

Preferred Method of Contact: [willming@hhp.ufl.edu](mailto:willming@hhp.ufl.edu)

*Expect a response within 24 hours M – F, 48 hours after 4pm Fri, and 48 hours after Sat or Sun.*

### OFFICE HOURS

MW (2:45 pm – 3:45 pm) or by appointment.

### MEETING TIME/LOCATION

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

## COURSE DESCRIPTION

- This course introduces students to the fundamentals of the event management process and its application to sport events. Event management is a strategic and systematic approach to managing sports as projects. Students will apply the five phases of the event-management lifecycle to a multitude of sport events.

## PREREQUISITE KNOWLEDGE AND SKILLS

- SPM 2000 and sophomore standing or higher.

## REQUIRED TEXTBOOK

- Lawrence, H. & Wells, M. (2021). Event Management Blueprint: Creating and Managing Successful Sport Events. (3<sup>rd</sup> Edition). Kendall Hunt Publishing Company.
- Students can purchase the textbook through Kendall Hunt Publishing.

## MATERIALS AND SUPPLY FEES

There are no supply or material fees for this course.

## COURSE FORMAT

- **Instructional Methods:** This course consists of asynchronous lectures, readings, and discussions to provide students with a variety of learning methods. You are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

- **Minimum Technology Requirements:** The University of Florida expects students to acquire computer hardware and software appropriate to his or her degree program. Computer Labs Academic Technology provides six computer labs across campus. For the location nearest you and hours of operation visit [Computer Labs](#). A list of available software at these locations can be found at [Software List](#).
- Most computers can meet the following general requirements. A student’s computer configuration should include:
  - Broadband connection to the Internet and related equipment (Cable/DSL modem)
  - Microsoft Office Suite installed (provided by the university)
- **Minimum Technical Skills:** To complete your tasks in this course, you will need a basic understanding of how to operate a computer, and how to use word processing software.
- **Digital Information Literacy Skills:** Canvas is a learning management system and is the platform for this course. You can find help using Canvas at <https://community.canvaslms.com/t5/Student-Guide/tkb-p/student>.
- **Zoom:** Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff, allowing for meetings of up to 100 participants. You can find resources and help using Zoom at <https://ufl.zoom.us>.
- **Honorlock for Quizzes I and II:** The Quizzes will utilize Honorlock proctoring. Prior to taking quizzes, you will need the following:
  - Government issued photo ID (or Student photo ID).
  - Working camera and microphone.
  - Stable internet connection.
  - Google Chrome browser (<https://chrome.com>).
- **Lectures, Module Quizzes, Quizzes I and II, Discussions, & Assignments:** Students will watch pre-recorded lectures and complete weekly assignments and discussions based on assigned due dates. Students should read the textbook prior to watching the lectures.

### COURSE LEARNING OBJECTIVES:

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

- Define event management concepts.
- Apply the event management lifecycle to sport events.
- Describe solutions for managerial challenges facing sport event managers.
- Develop ideas in writing in a clear, coherent, and logical style.

### Grading

The table below provides an outline of the assessments for this course.

Evaluation Components	Points Per Component	Grade (unweighted)
1. Syllabus Quiz (1)	5 pts each = 5 pts	1%
2. Mid-Course Survey (1)	10 pts each = 10 pts	1%
3. Discussion Boards (5)	10 pts each = 50 pts	7%
4. Module Quizzes (13)	252 pts = 252 pts	37%
5. Special Events Contingency Planning for Public Safety Agencies Certificate (1)	75 pts = 75 pts	11%
6. Module Assignments (4) Submit as Word files	84 pts = 84 pts	13%
7. Quizzes I and II (2)	100 pts each = 200 pts	30%
	<b>676 points possible</b>	<b>100%</b>

**LATE ASSIGNMENTS ARE NOT ACCEPTED** unless in accordance with UF's Attendance Policy.

### Evaluation Components 1-7

1. **Syllabus Quiz** (5 points): Read the syllabus and take the quiz under the appropriate link.

2. **Mid-Course Survey** (10 points): The mid-course survey is designed to assist the instructor in gathering information to inform my instruction and course design. This survey is ANONYMOUS, and your name is not associated with any of your responses. You will earn points for this assessment based on the completion of the survey rather than the content of your answers.

3. **Discussion Boards** (5 x 10 points = 50 points): Some interactions for this course will emerge through online discussions with other students and build on weekly readings. Discussion boards will involve students posting one response (#1) to the prompt on specified days and times and two additional responses (#2 & #3) to two other students' posts on specified days and times, totaling **three posts** per discussion board. Ensure you post to students who have NOT received responses from other students. This way every student will have a response from another student.

- Each of the three posts per discussion board must each be between **100 to 200 words**.
- Points are deducted from discussion boards if you do not write at least 100 words.
- Include a Word Count for all three discussion posts.
- Refer to the grading rubric below.

**Discussion Board Grading Rubric**

Criterion	Exemplary (5 points)	Proficient (4 points)	Unsatisfactory (3-0 points)	Score
Critical Analysis	Discussion posts display logical thinking, ideas, and insights. Student displays an understanding of sport event positions.	Discussion posts display limited logical thinking, ideas, and insights. Student generally displays an understanding of sport event positions.	Discussion posts fail to display logical thinking, ideas, and insights. Student does not display an understanding of sport event positions.	_____/5 pts
Timeliness and Word Count	Three posts are completed by Friday at 11:59 pm EST prior to the due date, are at least 100 words each, and include a word count.	Two posts are completed by Friday at 11:59 pm EST prior to the due date, are at least 100 words, and include a word count.	One post is completed by Friday at 11:59 pm EST prior to the due date, is at least 100 words, and one post includes a word count.	_____/5 pts
				Total _____/10 pts

4. **Module Quizzes (252 points)**: Module quizzes are designed to test students' knowledge about course content and are generated from the textbook and lectures. The module quizzes are not meant to be a primary study tool for preparing for Quizzes I and II. The function of the quizzes is to assist students in

becoming familiar with the textbook, and to ease students into answering management questions about sport.

**5. Federal Emergency Management Association (FEMA) Certificate (online) S-15.b Special Events Contingency Planning for Public Safety Agencies** (75 points): The safety of event attendees, stakeholders, and surrounding communities are primary concerns for sport event planners whether before, during, or after events. Event managers must identify, mitigate, and respond to risks or safety concerns and this is accomplished through risk management, or contingency plans strongly influenced by public safety officials. <https://training.fema.gov/is/courseoverview.aspx?code=IS-15.b&lang=en>

**6. Module Assignments:** Assignments are designed to introduce you to event management terminology, event management phases, steps within the phases, and application of the event management phases. The assignments will assist you in developing skills that are essential to the successful planning and management of sport events, but these skills are also transferable to other lines of business outside of the sport industry.

- Submit assignments as Word files with your last name, first initial, and name of the assignment (e.g., Willming C Motivation.doc or pdf). To upload a Word file to Canvas, refer to this link: <file:///C:/Users/willming/Downloads/Directions%20for%20Submitting%20to%20Canvas.pdf>
- **LATE ASSIGNMENTS ARE NOT ACCEPTED** unless in accordance with UF’s Attendance Policy.

**7. Honorlock Quizzes I and II** (2 x 100 points = 200 points): Quizzes I and II will be taken utilizing Honorlock with one 50-minute sitting to complete each quiz. The Quizzes consist of 50 questions, 2 points per question, totaling 100 points. Questions are multiple choice, true/false, fill-in-the-blank, and/or short answer. Students are not permitted access to any kind of materials, notes, or interactions with others during the quizzes. Most of your preparation for the quiz should be given to the lecture notes and textbook but also focus on supplemental materials. Make-up quizzes are NOT permitted unless in accordance with UF’s Make-Up Policy.

## GRADING SCALE

- Grades are posted in the CANVAS gradebook and are dependent on the student’s performance measured by surveys, assignments, discussion boards, module quizzes, and quizzes I and II.
- 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 below.
- **Grades ending in .45 will be rounded up.**
- The grading scale is strictly enforced and unchangeable. **The instructor will NOT change grades** because the student is unhappy with their academic performance. Do not ask.
- More detailed information regarding current UF grading policies can be found here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

Letter Grade	Percent of Total Points Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	89.45-100%	4.0
A-		3.67
B+	86.45-89.44%	3.33
B	83.45-86.44%	3.0
B-	79.45-83.44%	2.67
C+	76.45-79.44%	2.33
C	73.45-76.44%	2.0

C-	69.45-73.44%	1.67
D+	66.45-69.44%	1.33
D	63.45-66.44%	1.0
D-	59.45-63.44	0.67
E	0-59.44%	0

## Course & University Policies

### ATTENDANCE POLICY

You are NOT physically required to be on UF's campus to complete this online course. However, you are required to complete the assignments, discussions, and quizzes on time.

### COURSE INFORMATION

Students should be aware that online learning is different than a traditional classroom experience and can present unique challenges, particularly to individuals who do not possess good time management skills. The online classroom is available to you 24 hours a day. Unlike traditional instructional settings in which each student gets the same class at a set time and day, the online setting gives students the opportunity to tailor the class to their learning style. You should note, however, that this course is not completely self-paced. As listed on the course schedule, there are select times during which course materials will be available and are due. You can view each module's lectures at any time during the dates in which that specific module is open. Please note that all evaluation components must be completed and submitted by the due date listed in the syllabus. Since we will not have in-class meeting times, it is essential for you to familiarize yourself with the course schedule and due dates.

### PERSONAL CONDUCT POLICY

Professional behavior is expected from all students. This includes respect and consideration for the ideas and beliefs expressed by all students. It is important for students to practice civil discourse as uncomfortable or challenging topics might unfold through discussions.

- **Adherence to the UF Student Honor Code**
  - UF students are expected to exhibit behaviors that reflect highly upon themselves and the University of Florida.
  - 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 Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions.
  - **Alleged HONOR CODE violations are reported to the Dean of Students Office regardless of severity.**

### EVALUATION/ASSESSMENT COMPONENTS

- Upload only **WORD documents** to CANVAS following APA guidelines: ([https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_formatting\\_and\\_style\\_guide/general\\_format.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)).
- Discussion boards must be typed, double-spaced, use 12-point font, and Times New



Roman.

- Upload Discussion Boards as **Word files** beginning with your last name, first initial, and discussion board #.
- Points are deducted if appropriate grammar, spelling, punctuation, and sentence structure are deficient.
- Include citations if you are citing someone else's work.
- Technology problems are **NOT** acceptable excuses for late evaluation components.
- Refer to the Course Schedule and/or Canvas for due dates.
- **LATE ASSIGNMENTS ARE NOT ACCEPTED** unless in accordance with UF's Attendance Policy.

## MAKE-UP POLICY

- **LATE ASSIGNMENTS ARE NOT ACCEPTED** unless in accordance with UF's Attendance Policies. Acceptable reasons for make-up quizzes, assignments, discussions, and other work in this course are consistent with UF's Policy:  
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.
- Acceptable reasons for an absence or failure to engage in class include:
  - Documented illness, Title IX-related situations, serious accidents or emergencies affecting the student, their roommates, or their family, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions that prevent class participation, religious holidays, participation in official university activities (e.g., music performances, athletic competition, debate), and court-imposed legal obligations (e.g., jury duty or subpoena). Other reasons (e.g., job interview or club activity) might be deemed acceptable if approved by the instructor.
  - For all planned absences, a student in a situation that allows an excused absence from a class, or any required class activity must inform the instructor as early as possible prior to the class.
  - For all unplanned absences because of accidents or emergencies, students should contact their instructor as soon as conditions permit.
- If a student has a problem submitting assessments via Canvas, the student must immediately contact the UF Help Desk 352-392-HELP (4357) for assistance in resolving the problem rather than waiting after the assessment is due. When the student reports the problem, the UF HELP DESK will document the day and time of the problem and provide the student with a ticket number confirming the incident. The student must immediately forward this email to the professor within 24 hours if you wish to request a makeup.

## TECHNOLOGY PROBLEMS

- Technology is **NOT** an acceptable excuse for any late work.
- **LATE WORK IS NOT ACCEPTED IN THIS COURSE** unless in accordance with UF's policy.
- Students needing technical assistance should contact the Help Desk at 352-392-HELP (4357).
- After contacting the Help Desk with technical problems, ensure you receive a ticket number with the time, date, and explanation of the problem from the UF Help Desk and email this to your professor within 24 hours.

- **LATE WORK IS NOT ACCEPTED IN THIS COURSE** unless in accordance with UF policy.

## COMMUNICATION AND QUESTIONS

- Students are responsible for using an UF email account (e.g., john.doe@ufl.edu) and should use this email for all university-related correspondence.
- The instructor may not read emails from or send emails to non-UF email addresses (e.g., john.doe@hotmail.com).
- **Email should include:**
  - To: [willming@hhp.ufl.edu](mailto:willming@hhp.ufl.edu)
  - From: UFL email address only
  - Subject: Prefix, course number, online, and first and last name
    - Example: SPM 3109 Online Alberta Gator
  - Dear Dr. Willming,
    - My name is Alberta Gator, and I am an online student in SPM 3109. I have read the syllabus, referred to the Canvas website, reviewed class notes, and asked other students about \_\_\_\_\_, but I am unable to find the information. My question is...
    - Thank you,
    - Alberta Gator

## TESTING WITH HONORLOCK

Prior to test start of using Honorlock, you will need the following:

- Government issued photo ID (or Student photo ID).
- Working camera and microphone.
- Stable internet connection.
- Google Chrome browser (<https://chrome.com>).

During the test: The online testing environment should mimic an in-class testing environment. The following guidelines apply:

- Testing Area:
  - Sit at a clean desk or table (**not on a bed or couch**).
  - Lighting in the room must be bright enough to be considered "daylight" quality. Overhead lighting is preferred; however, if overhead is not possible, the source of light should not be behind the student.
  - Clear your desk or table of all materials.
  - If prompted to do a room scan, be sure to include your work area. Make sure to do a complete 360-degree rotation of your room and then show your workspace. Partial scans and/or failure to show your workspace may be flagged during the proctoring review.
  - Make sure your laptop is fully charged and keep the charger within arm's reach.
- The following items/actions are not permitted:
  - No writing visible on desk or walls.
  - No websites other than Canvas and the Honorlock proctoring extension should be used or open while taking a proctored exam.
  - Close all other programs and/or windows on the testing computer prior to logging into the proctored test environment.
  - Make sure music/televisions are not playing in the background.

- Communication or receiving assistance from others is not permitted during a proctored assessment. Exceptions: contacting Honorlock support or your institution’s help desk.
- No other persons except the test-taker should be in the room during testing.
- Using a phone or any other electronic device, other than your test-taking device, is not permitted.
- Remain visible in the web camera during the entire duration of the exam. Your face should be centered in the screen at all times.
- Leaving the room during the testing period is not permitted.
- You must not take the computer into another room to finish testing (exam must be completed in the same room the “Exam Environment View” is completed in).
- Headphones or smart watches are not permitted.
- Dual monitors are not permitted.
- Questions? Contact Honorlock support at (844) 243-2500.
- Complete the Honorlock Quiz in Canvas to understand how to use it correctly.

## ACCOMMODATING STUDENTS WITH DISABILITIES

- If you have a disability or suspect you might, it is important to take proactive steps to ensure you receive the necessary support and accommodation to succeed in your academic endeavors. The Disability Resource Center (DRC) at the university provides assistance and accommodation to students with disabilities, ensuring equal access to education opportunities. To initiate the process, you can begin by visiting the DRC’s Get Started page at <https://disability.ufl.edu/students/get-started/>, calling them at 352-392-8565, visiting on online <https://accessibility.ufl.edu/>, or by visiting the Dean of Students Office in person on campus. This office will guide you through the registration process and assist you documenting your disability. This initial step is crucial as it allows the university to better understand your specific needs and provide appropriate accommodation. Once you are registered with the DRC, provide me with your letter of accommodation within the first two weeks of the semester. This letter outlines the accommodation you are eligible for based on your documented disability. By providing this letter early in the semester, I can ensure that these accommodations are implemented effectively and that you receive the support necessary to excel in this course. Please rest assured that it is my goal to support your success in this course by providing the tools and accommodation needed to accommodate your unique circumstances. I am committed to fostering an inclusive and supportive learning environment where all students can thrive academically.

## COURSE 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.
- **Providing Constructive Feedback**
  - Teaching is fundamental to the University of Florida. We appreciate your confidential feedback, which improves learning and is also used for Faculty development and evaluation.
  - Research shows that we may evaluate identical course content and teaching differently based on unintentional stereotypes, such as professor age, gender, nationality, race, title, or other characteristics. For example, *women and people of color may be rated lower even when no actual differences exist.*
  - Please keep this in mind and focus evaluations on course content (assignments, readings, in-class materials) and not unrelated matters (instructor’s appearance).
- **Use the following guidelines to provide your instructor with constructive feedback:**



- Be respectful—Your evaluation is a medium for professional communication. Derogatory or offensive language is inappropriate and unhelpful.
- Focus on course substance—Comments about clothing, hairstyle, etc., are unhelpful.
- Be clear and specific—Think about activities and content (assignments, lectures, discussions). Provide examples and constructive suggestions.
- 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/>.
- After final grades are submitted at the end of the term, evaluation results are shared with the instructor and administrators. Therefore, keep in mind that you are communicating directly (though anonymously) with the instructor – they see the evaluation results (without your identity).

## 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.

## IN-CLASS RECORDINGS

- Students are allowed to record video or audio of class lectures but NOT other students in the course. Recordings are strictly controlled and must be (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.
- **Students may NOT publish recorded lectures without the written consent of the instructor.**
- A “class lecture” is an educational presentation intended to inform or instruct 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, and clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, and exams), field trips, and private conversations between students in the class or between a student and the faculty or lecturer during a class session.
- **Publication without the 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 Honor Code and Student Conduct Code.”

## GRADE APPEAL

Should you want to contest a grade, you will have up to three (3) days after a posted grade to contact me and discuss your issue; after which the grade is final. Grades are based on a point scale.

## COPYRIGHT STATEMENT

- Course material is copyrighted and is the property of UF and may not be duplicated in any format without permission from the College of Health and Human Performance and UF and may not be used for any commercial purposes.
- Content includes syllabi, videos, slides, quizzes, exams, lab problems, in-class materials, review sheets, additional problem sets, and other content. Because these materials are copyrighted, you do not have the right to copy or distribute the course materials, unless permission is expressly granted. Students violating this policy may be subject to disciplinary action under the UF Conduct Code.

## DISCLAIMER

- This syllabus represents the objectives and tentative plans for the course. As we go through the semester, those plans may need to change to enhance student learning opportunity. Such changes will be communicated clearly.

## PRIVACY AND ACCESSIBILITY

- Canvas
  - Privacy: <https://www.instructure.com/policies/product-privacy-policy>
  - Accessibility: <https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-Canvas-accessibility-standards/ta-p/1564>
- Microsoft
  - Privacy: <https://privacy.microsoft.com/en-us/privacystatement>
  - Accessibility: <https://www.microsoft.com/en-us/accessibility>
- Zoom
  - Privacy: <https://explore.zoom.us/en/privacy/>
  - Accessibility: <https://www.zoom.com/en/accessibility/>

## NETIQUETTE GUIDE FOR ONLINE COURSES

**It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.**

## SECURITY

**Remember that your password is the only thing protecting you from pranks or more serious harm.**

- Don't share your password with anyone.

- Change your password if you think someone else might know it.
- Always logout when you are finished using the system.

## GENERAL GUIDELINES

### When communicating online, you should always:

- Treat instructor with respect, even in email or in any other online communication.
- Always use your professors' proper title: Dr. or Prof., or if you in doubt use Mr. or Ms.
- Unless specifically invited, don't refer to them by first name.
- Use clear and concise language.
- Remember that all college level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Times New Roman and use a size 12 or 14 point font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) or ☺.
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion. post and your message might be taken seriously or offensive.
- Be careful with personal information (both yours and other's).
- Do not send confidential patient information via e-mail.

## EMAIL NETIQUETTE

### When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line.
- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name and return e-mail address.
- Think before you send the e-mail to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, "Reply All."
- Be sure that the message author intended for the information to be passed along before you click the "forward" button.

## DISCUSSION BOARD NETIQUETTE AND GUIDELINES

### When posting on the Discussion Board in your online class, you should:

- Before posting a question to a discussion board, check to see if anyone has already asked it and received a reply.
- Remember your manners and say please and thank you when asking something of your classmates or instructor.
- Be open-minded.
- If you ask a question and many people respond summarize all posts for the benefit of the class.
- When posting:
  - Make posts that are on topic and within the scope of the course material.
  - Be sure to read all messages in a thread before replying.
  - Be as brief as possible while still making a thorough comment.

- Don't repeat someone else's post without adding something of your own to it.
- Take your posts seriously. Review and edit your posts before sending.
- Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point.
- If you refer to something that was said in an earlier post, quote a few key lines so reader do not have go back and figure out which post you are referring to.
- Always give proper credit when referencing or quoting another source.
- If you reply to a classmate's question make sure your answer is correct, don't guess.
- Always be respectful of others' opinions even when they differ from your own.
  - When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.
  - Do not make personal or insulting remarks.
  - Do not write anything sarcastic or angry, it always backfires.
  - Do not type in ALL CAPS, if you do IT WILL LOOK LIKE YOU ARE YELLING.

## ZOOM ETIQUETTE

### When attending a Zoom class or meeting, you should:

- Do not share your Zoom classroom link or password with others.
- Even though you may be alone at home your professor and classmates can see you! While attending class in your pajamas is tempting, remember that wearing clothing is not optional. Dress appropriately.
- Your professor and classmates can also see what is behind you, so be aware of your surroundings. Make sure the background is not distracting or something you would not want your classmates to see.
- When in doubt use a virtual background.
  - If you choose to use one, you should test the background out first to make sure your device can support it.
  - Your background can express your personality, but be sure to avoid using backgrounds that may contain offensive images and language.
- Mute is your friend, especially when you are in a location that can be noisy. Don't leave your microphone open if you don't have to.
- If you want to speak, you can raise your hand (click the "raise hand" button at the center bottom of your screen) and wait to be called upon.

## Getting Help

### STUDENT SUPPORT

- **U Matter, We Care:** If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575.
- **Counseling and Wellness Center:** <https://counseling.ufl.edu/>, 352-392-1575.
- **Crisis Lifeline:** 988
- **Sexual Assault Recovery Services (SARS):** Student Health Care Center, 392-1161.
- **University Police Department:** 392-1111 (or 911 for emergencies) <http://www.police.ufl.edu/> .
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need or visit [shcc.ufl.edu](http://shcc.ufl.edu).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608: [ufhealth.org/emergency-room-trauma-center](http://ufhealth.org/emergency-room-trauma-center).
- **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 SUPPORT

- **E-learning Technical Support:** UF HELP Desk - 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu). <https://lss.at.ufl.edu/help.shtml>
- **Career Connections Center, Reitz Union:** 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- **Library Support:** <http://cms.uflib.ufl.edu/ask>. Assistance with using libraries or finding resources.
- **Teaching Center, Broward Hall:** 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- **Writing Studio, 302 Tigert Hall:** 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- **Student Complaints On-Campus:** <https://sccr.dso.ufl.edu/policies/student-honor-code-studentconduct-code/>
- **On-Line Students Complaints:** <http://distance.ufl.edu/student-complaint-process/>

### Tips For Success

- Schedule "class times" for yourself. It is important to complete the coursework on time each week.
- Read ALL the material contained on the CANVAS site. There is helpful information that can save you time and help you meet the objectives of the course.
- Print the Course Schedule in the Syllabus and check off things as you go.
- Ask for help or clarification of the material if needed.
- Do not wait to ask questions after an assignment is due because it might cause you to miss a due date.
- Do your work well before due dates because sometimes things happen. For example, if your computer goes down when you are trying to submit an assignment, you will need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.



## Weekly Tentative Course Schedule

The course schedule below is tentative and might change based on the pace of the lectures and student needs; however, changes will be announced through CANVAS. The instructor bears no responsibility for announcing the changes to each individual student. All times are in Eastern Standard Time (EST).

### CRITICAL DATES & UF OBSERVED HOLIDAYS

- Martin Luther King, Junior Day: Monday, January 20
- Spring Break: March 15 - 23
- Complete list available here: <https://catalog.ufl.edu/UGRD/dates-deadlines/2024-2025/#spring25text>

Weeks	Dates	Topics & Readings	Assignments
		<b>MODULE 1</b>	
#1	1-13 to 1-17	Course Introduction	
		<b>MODULE 2</b>	
#1	1-13 to 1-17	Ch 1 Event Foundations	<b>Due: Wed, Jan 15 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Discussion Board Mod #2: Post #1</li> </ul> <b>Due: Fri, Jan 17 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Discussion Board Mod #2: Posts #2 &amp; #3</li> <li>• Module #2 Quiz Key Terms</li> <li>• Syllabus Quiz</li> </ul>
		<b>MODULE 3</b>	
#2	1-22 to 1-24	Project and Event Management	<b>Due: Fri, Jan 24 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Module #3 Quiz Key Terms</li> </ul>
		<b>MODULE 4</b>	
#3	1-27 to 1-31	Event Management: Initiate Phase Ch 2 Event Feasibility	<b>Due: Fri, Jan 31 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Module #4 Quiz Key Terms</li> <li>• 5Ws &amp; Stakeholder Identification</li> </ul>
		<b>MODULE 5</b>	
#4	2-3 to 2-7	Ch 3 Sport Event Bidding	<b>Due: Wed, Feb 5 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Discussion Board Mod #5: Post #1</li> </ul> <b>Due: Fri, Feb 7 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Module #5 Quiz Key Terms</li> <li>• Discussion Board Mod #5: Posts #2 &amp; #3</li> </ul>
		<b>MODULE 6</b>	
#5	2-10 to 2-14	Ch 5 Event Budgeting	<b>Due: Fri, Feb 14 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Module #6 Quiz Key Terms</li> <li>• Module #6 Quiz Budget Activity</li> <li>• Identification of Revenue and Expenses</li> <li>• Mid-Course Survey</li> </ul>
		<b>MODULE 7</b>	
#6	2-17 to 2-21	Ch 6 Event Contracts	<b>Due: Fri, Feb 21 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Module #7 Quiz Key Terms</li> </ul>

		<b>MODULE 8</b>	
#7	2-24 to 2-28	Quiz I	<b>Due: Fri, Feb 28 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Honorlock Quiz I (Modules 1-7) One 50-minute sitting</li> </ul>
		<b>MODULE 9</b>	
#8	3-3 to 3-7	Ch 8 Event Marketing	<b>Due: Wed, Mar 5 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Discussion Board Mod #9: Post #1</li> </ul> <b>Due: Fri, Mar 7 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Module #9 Quiz Key Terms</li> <li>• Discussion Board Mod #9: Posts #2 &amp; #3</li> </ul>
		<b>MODULE 10</b>	
#9	3-10 to 3-14	Ch 9 Event Sponsorship	<b>Due: Wed, Mar 12 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Discussion Board Mod #10: Post #1</li> </ul> <b>Due: Fri, Mar 14 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Module #10 Quiz Key Terms</li> <li>• Discussion Board Mod #10: Posts #2 &amp; #3</li> <li>• Sponsorship Levels and Benefits</li> </ul>
<b>#10</b>	<b>3-17 to 3-21</b>	<b>Spring Break</b>	<b>Spring Break</b>
		<b>MODULE 11</b>	
#11	3-24 to 3-28	Ch 13 Event Staffing Ch 14 Event Volunteer Management	<b>Due: Fri, Mar 28 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Module #11 Quiz Key Terms</li> <li>• Volunteer Training</li> </ul>
		<b>MODULE 12</b>	
#12	3-31 to 4-4	Ch 15 Risk Management	<b>Due: Fri, Apr 4 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Module #12 Quiz Key Terms</li> <li>• FEMA Certificate IS-15 B: Special Event Contingency Planning for Public Safety Agencies</li> </ul>
		<b>MODULE 13</b>	
#13	4-7 to 4-11	Ch 16 Event Logistics Ch 17 Documents	<b>Due: Fri, Apr 11 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Module #13 Quiz Key Terms</li> </ul>
		<b>MODULE 14</b>	
#14	4-14 to 4-18	Ch 20 Event Operations Ch 21 Event Shutdown	<b>Due: Wed, Apr 16 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Discussion Board Mod # 14: Post #1</li> </ul> <b>Due: Fri, Apr 18 at 11:59 pm</b> <ul style="list-style-type: none"> <li>• Module #14 Quiz Key Terms</li> <li>• Module #14 b Quiz Key Terms</li> <li>• Discussion Board Mod #14: Posts #2 and #3</li> </ul>
#15	4-21 to 4-23	Honorlock Quiz II	<b>Due: Tue, Apr 22 at 11:59 pm</b> Honorlock Quiz II
	<b>End of Course</b>		<b>No Final Exam</b>

“Instructional materials for this course consist of only those materials specifically reviewed, selected, and assigned by the instructor(s). The instructor(s) is only responsible for these instructional materials.”