

Sport Events and Community Development

SPM6610 | Class # 24158,9 | 3 Credits | Spring 2025

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Course Title: SPM 6610 Sport events and community development

INSTRUCTOR

Name & Credentials: Ms. Nicole Geller

Department of Sport Management

Email: Ngeller11@gmail.com

Preferred Method of Contact: **Via canvas course or direct Email**

Dept. Chair: Dr. Kaplanidou, kkaplanidou@ufl.edu

OFFICE HOURS

Virtual Office: Wednesdays from 9-11 am via zoom link that will be sent to you. Please contact me via email 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

This course will provide students advanced practical information in sport events and community development, including the impacts of sport events on host and neighboring communities, the planning and sport event outcomes for bid phase, event preparation stage, host event phase and post event phase.

PREREQUISITE KNOWLEDGE AND SKILLS

Prerequisite: 7HH or 8HH standing.

REQUIRED AND RECOMMENDED MATERIALS

No required text for this course. There will be 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 ANY pre-recorded lectures, podcasts and interviews to complete 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 complete this course, students need basic understanding of how to operate a computer, how to use word processing software, power point and Zoom.

COURSE LEARNING OBJECTIVES

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

- Discriminate between sport event legacies and sport event impacts
- Identify the impacts sport events cause in host and neighboring communities
- Compare and contrast the planning and sport event outcomes for bid phase, event preparation stage, host event phase and post event phases
- Identify community development goals using sport events and the partnerships needed to deliver on legacy planning

EVALUATION SCHEME

	% weights of evaluation methods
<p>Project 1 (Module 1) (individual assignment- essay)</p> <p>The purpose of this assignment is to allow fuller understanding of a host community profile and how that facilitates or not sport event hosting. Identify a host event community and conduct a full profile analysis in terms of their population, sport facilities, sport event hosting profile. More details in the assignment on canvas.</p>	30
<p>Project 2 (Module 2) (individual assignment- essay)</p> <p>You will identify a sport event that takes place in your community or another community. This sport event cannot be part of a college or professional league. For this event, you have to research and identify a minimum of three development goals that could tie with its hosting, identify partnerships and also impacts/legacies. You will have to write an essay and present your findings to the class. More details in the assignment on canvas.</p>	25
<p>Project 3 (Module 3) (individual or group assignment)</p> <p>For this assignment you will have to interview a sport event manager that has experience in bidding for sport events for their community. The focus will be on the relationship among bidding, leveraging and evaluation. You will have to write an essay and present your findings to the class. More details in the assignment on canvas.</p>	30
Online discussions/participation (Modules 1, 2, 3)	15
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)

Module	Dates	Topics	Topic	Exercises/assignments	Logistics
Module 1. Conceptualizing community and sport events (Topics # 1-5)	Jan 12-18	1	Conceptualizing Community and Sport Events	Read chapter 1 and any other assigned readings in canvas	Discussion 1 due by 11:00 pm Thursday, Comment on one other student submission for every discussion post by Sunday of the topic week
	Jan 20-25	2	Political, environmental, social and technological (PEST) forces shaping sport events and communities	Read chapter 2 and any other assigned readings in canvas	Discussion 2 due by 11:00 pm Thursday. Comment on one other student submission by Sunday, 11 pm
		3	Community geographies and resident profiles	Read chapter 3 and any other assigned readings in canvas	Discussion 3 due by 11 pm Thursday Comment on one other student submission by Sunday, 11 pm
	Jan 26-Feb 1		The role of local sport commissions in community development	Read article: Zhou, R., Ross, W. J., Pu, H., Kim, C., Kim, J., Kaplanidou, K., & Leopkey, R. (2021). Exploring partnerships in sport event delivery. <i>Event Management</i> , 25(5), 425-444. Watch videos: Guest speaker Joleen Cacciatore – Director, Gainesville Sports Commission,	Discussion 4 due by 11 pm, Thursday Comment on one other student submission by Sunday, 11 pm
	Feb 2-8	5	Project 1 (paper and presentation)	Project 1 due by Wednesday Feb 4, at 11 pm. Watch and comment on another presentation under the pertinent discussion thread by Friday Feb 6, 11 pm. Record your presentation using zoom or voice thread and share the link under the pertinent assignment.	
Module 2. Mobilizing the community (Topics # 6-9)	Feb 9-15	6	Impacts and legacies of sport events	Read chapter 4 and any other assigned readings in canvas	Discussion 5 due by 5 pm Thursday , 11 pm, comment on one other student's submission by Sunday 11 pm
	Feb 16-March 22	7	Community Development Goals Relating to Sport Event Hosting	Read chapter 5 and any other assigned readings in canvas	Discussion 6 due by 11 pm Thursday, comment on one other student's submission by Sunday, 11 pm
	Feb 23-March 1	8	Partnerships and Stakeholder Types for Sport Event Community Development	Read chapter 6 and any other assigned readings in canvas	Discussion 7, due by 11 pm Thursday, comment on one other student's submission by Sunday, 11 pm

	March 2-8	9	Project 2 Project 2 (paper and presentation)	Project 2 due by Wednesday March 4, at 11 pm. Watch and comment on another student/group presentation under the pertinent discussion thread by Friday March 6, 11 pm. Record your presentation using zoom or voice thread and share the link under the pertinent assignment.	
	March 9-15	10	The Role of Bidding in Planning for Community Development	Read chapter 7 and any other assigned readings in canvas	Discussion 8, due by 11 pm Thursday, comment on one other student's submission by Sunday, 11 pm
Module 3 Mobilizing Development: Action Plans for Activating Events in Communities for Community Development (topics # 11-15)	March 16-22	11	SPRING BREAK		
	March 22 -29	12	The Concept of Sport Event Leverage in Achieving Community Goals	Read chapter 8 and any other assigned readings in canvas	Discussion 9, due by 11 pm Thursday, comment on one other student's submission by Sunday, 11 pm
	March 29-April 5	13	Sport Venues and Community Development Goals	Read chapter 9 and any other assigned readings in canvas	Discussion 10, due by 11 pm Thursday, comment on one other student's submission by Sunday, 11 pm
	April 6- April 12	14	Evaluation and Assessment of Impacts and Legacies Against Community Development Goals	Read chapter 10 and any other assigned readings in canvas	Discussion 11 due by 11 pm Thursday, comment on one other student submission by Sunday, 11 pm
	April 13-22	15	Project 3 (group paper and presentation) due by Friday April 17, 11:00 pm	Project Presentations online submission due Friday April 17, 11:00 pm. Record your presentation using zoom or voicer thread and share the link with the class. Watch and comment on another student presentation under the pertinent discussion thread by Monday April 20, 11 pm.	<i>Complete teaching evaluations by Wednesday April 23.</i>

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

For this course, students are not physically required to be present. However, and in general 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](#)