

HTT A273: SPORT EVENT MANAGEMENT

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	130700 - Hospitality
Units	1 Total Units
Hours	18 Total Hours (Lecture Hours 18)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

Promoting and managing large and small sporting events including event logistics, sponsorship, successful marketing strategies and professional management skills. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Develop a sports event program.

Course Objectives

- 1. Identify the key sport event stakeholders: athletes, participants, sponsors, spectators and media partners.
- 2. Implement systems for marketing, television and radio rights, signs, event advertising, and use of the event logo.
- 3. Develop and implement a food and beverage service and hospitality program.
- 4. Develop logistics and operational plans for all levels of sport events.
- 5. Analyze and prevent risks at sport events.
- 6. Identify the roles volunteers play and develop strategies for recruiting, training, managing, and recognizing them.
- 7. Plan admission procedures for sport events.
- 8. Coordinate officials and sanctioning bodies to ensure compliance with protocol, traditions, and regulations.
- 9. Design, plan, manage, and evaluate awards ceremonies.
- 10. Construct an effective evaluation program.

Lecture Content

Food and beverage Needs assessment Internal resources External resources Pricing Service level Special requests/requirements Staffing Quantity Training Coordination Communication Marketing Television Radio rights Signs Advertising Event logo s Event Stakeholders Athlete s Participants Sponsors Spectators Media partners Legal aspects Health Safety Risk Management Permits Licensing Service Encounters vs. service Six S s of service Enhancing quality Sponsorship program Strategies/outcomes Partnership/sponsorship rights and responsibilities

Evaluate outcomes anticipated/realized Planning and development Logistics Operational Event type

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Out-of-class Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Textbooks Resources

1. Required Goldblatt, Joe and Frank Suppovitz. The Sports Event Management and Marketing Playbook, ed. Philadelphia: Wiley, 2004
Rationale: latest