

George Mason University
College of Education and Human Development
Sport Management

SPMT 405 Sport Venues and Events
3 Credits, Spring 2019
Monday/Wednesday 3 - 4:14 pm, Fairfax Campus, West 1004

Faculty

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Prerequisites/Corequisites

SPMT 201

University Catalog Course Description

Principles and techniques of event planning and operations in sport facilities and venues. Emphasis on principles and concepts of organization and administration including communication, personnel management, management of physical resources, event design, customer service, marketing, sponsorship, and project and risk management as well as evaluation and measurement and the Legacy effect. Examines a variety of sport events and venues such as indoor stadiums, athletic field complexes, and managing recreation and intramural activities.

Course Overview

The learning experiences in this course are afforded through assignments, activities, seminar discussions and video material. The course relies on participatory dialogue as well as individual and collaborative learning.

Course Delivery Method

This course will be delivered using a face-to-face lecture/group activity format.

Learner Outcomes or Objectives

Upon satisfactory completion of the course, the student will be able to demonstrate an understanding of athletic and recreation facility and event management concepts such as:

1. Understand the use of needs assessments, feasibility studies, focus groups and surveys in facility and event planning and operations.
2. Understand how risk management is part of the ongoing process of planning and operation of sport and recreation facilities and events.
3. Understand the operational structure and management concepts associated within the operation of sport and recreation facilities and events.
4. Utilize the case analysis process to compare the management and operations of different sport and recreation facilities or events.
5. Function as a productive member of a management team and identify the factors involved in successful team management.

Professional Standards (Commission of Sport Management Accreditation [COSMA])

Upon completion of this course, students will have met the following professional standards:

- Outcomes assessment;
- Strategic planning;
- Curriculum;
- Faculty;
- Scholarly and professional activities;
- Resources;
- Internal and external relationships; and
- Educational innovation.

For more information, please see:

Commission of Sport Management Accreditation. (2016, May). *Accreditation principles manual & guidelines for self-study preparation*. Retrieved January 18, 2019 from <http://www.cosmaweb.org/accreditation-manuals.html>

Honor Code

George Mason shares in the tradition of an honor system that has existed in Virginia since 1842. The Honor Code is an integral part of university life. On the application for admission, students sign a statement agreeing to conform to and uphold the Honor Code. Students are responsible, therefore, for understanding the code's provisions. In the spirit of the code, a student's word is a declaration of good faith acceptable as truth in all academic matters. Cheating and attempted cheating, plagiarism, lying, and stealing of academic work and related materials constitute Honor Code violations. To maintain an academic community according to these standards, students and faculty must report all alleged violations to the Honor Committee. Any student who has knowledge of, but does not report, a violation may be accused of lying under the Honor Code. With this in mind, all students in this course are held to the strictest standards of the George Mason University Honor Code.

Instructor Expectations

1. All assigned reading for each class is to be completed prior to coming to class.
2. All written assignments must be typed and submitted via Blackboard. See assignment sheet for required format.
3. Regular attendance and participation is expected. If you miss a class, it is your responsibility to obtain class materials from sources other than the instructor.

4. Students must abide by the Honor Code, guided by the spirit of academic integrity.
5. We will refrain from the use of electronic devices in class during the lecture period, except to follow the power point presentation or take notes.

Class Attendance and Participation

It enhances your academic success to be in class; therefore, you should attend all scheduled class meetings in accordance with George Mason University policy. In-class participation is important not only to the individual student, but to the class as a whole. We will have fun if everyone is engaged. To be engaged you have to keep up with the reading and be refreshed when you attend class. It is important that everyone arrive on time, in order to help you build good habits for the world of work. Late arrivals are also a distraction to the conduct of the class.

Texting in class is **NOT** acceptable behavior; neither is falling asleep.

Alternative Work and absences/excused:

There is no make-up work of any kind, and late assignments will not be accepted. Absences supported by documentation may be excused (e.g., a physician's note for an illness). Alternative work due to intercollegiate athletic competitions or other legitimate university activity must be arranged prior to due date.

Required Texts

Aicher, T. J., Paule-Koba, A. L., & Newland, B. L. (2016). *Sport Facility and Event Management*. Burlington, MA: Jones & Bartlett Learning.

Additional readings are required and will be made available on Blackboard (see course schedule).

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Homework and In-class Activities** **20%**

Students will be required to complete brief assignments throughout the semester. Some will require students to conduct work outside of class. These will be submitted via Blackboard prior to class. Students will also bring a hardcopy of the work to class for further analysis and discussion. In-class activities may build on the homework assignments at times, and at other times will be independent assignments conducted entirely during class. You must be in class to accrue activity points. **NO MAKE Ups will be provided.** Point values will vary by assignment, and will form 20% of the final grade.

- **Assignments (2 – 20% each)** **40%**

(1) **Event Experience Assignment:** Students will attend a sport event and evaluate the experience based on the elements discussed in the text and in class. The evaluation should also include an analysis of the ways in which the facility affects the event experience. The assignment consists of two parts: (a) an initial checklist to be used at the

event, and (b) a report analyzing the event experience, which also provides recommendations for improving the event experience.

(2) **Case Study Analysis: College Sport and Declining Stadium Attendance: Designing Adaptive Strategies.** Students will read the case (available on Blackboard) and take on the role of an Advisory Board member to answer the discussion questions for the case, and create a report to the Commissioner that addresses the challenges faced by declining football attendance in the Pac-12. The case study assignment will be conducted in **PAIRS**. You must have your partnership approved by Dr. Green no later than Monday, April 8th.

- **Exams – (2 – 20% each) Midterm and Final** **40%**

Two exams will test students' understanding of the material and their ability to apply the material to facility and event contexts. Both exams will include a mixture of multiple choice, short answer, and essay. The midterm will cover material through week 7; the final exam will cover material beginning after Spring Break (week 8) through the end of the semester.

- **Grading Scale**

A+= 98-100	B = 84-87.9	C- = 70-73.9
A = 94-97.9	B- = 80-83.9	D = 60-69.0
A- = 90-93.9	C+ = 78-79.9	F = below 60
B+ = 88-89.9	C = 74-77.9	

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

Class Schedule

Date	Topic	Readings and Assignments
Week 1 Wed 1.23	Introduction to Facility & Event Management	
Week 2 Mon 1.28	History	Aicher, Paule-Koba, & Newland Ch. 1
Week 2 Wed 1.30	Management Theory	Aicher, Paule-Koba, & Newland Ch. 2
Week 3 Mon 2.4	Facility Construction and Design	Aicher, Paule-Koba, & Newland Ch. 3
Week 3 Feb 2.6	Refurbish, Renovate, Re-design	Blackboard reading #1
Week 4 Mon 2.11	Finance and Budgeting	Aicher, Paule-Koba, & Newland Ch. 4
Week 4 Wed 2.13	Facility funding alternatives	Blackboard reading #2
Week 5 Mon 2.18	Bidding and Planning for Different Events	Aicher, Paule-Koba, & Newland Ch. 5
Week 5 Wed 2.20	Establishing support for your bid	Blackboard reading #3
Week 6 Mon 2.25	Designing the Event Experience	Aicher, Paule-Koba, & Newland Ch. 6
Week 6 Wed 2.27	Event Attendance (pre-approval required)	
Week 7 Mon 3.4	Enhancing the Event Experience	Event Experience Assignment Due
Week 7 Wed 3.6	MIDTERM EXAM	
S P R I N G B R E A K		
Week 8 Mon 3.18	Project Management and Event Implementation	Aicher, Paule-Koba, & Newland Ch. 7
Week 8 Wed 3.20	Marketing the Facility and Events	Aicher, Paule-Koba, & Newland Ch. 8
Week 9 Mon 3.25	Positioning your event	Blackboard reading #4
Week 9 Wed 3.27	Consumer Behavior	Aicher, Paule-Koba, & Newland Ch. 9

Week 10 Mon 4.1	Creation and use of consumer profiles	Blackboard reading #5
Week 10 Wed 4.3	Sponsorship	Aicher, Paule-Koba, & Newland Ch. 10
Week 11 Mon 4.8	Sponsor objectives and activation strategies	Blackboard reading #6
Week 11 Wed 4.10	Traditional Revenue Generation in Sport and Recreation	Aicher, Paule-Koba, & Newland Ch. 11
Week 12 Mon 4.15	Revenue generation for participation sport	No reading
Week 12 Wed 4.17	Case discussion and activity	Case study analysis due BEFORE CLASS
Week 13 Mon 4.22	Customer Service	Aicher, Paule-Koba, & Newland Ch. 12
Week 13 Wed 4.24	Developing skills for excellence in customer service settings	Blackboard reading #8
Week 14 Mon 4.29	Risk Management Identifying and evaluating risks	Aicher, Paule-Koba, & Newland Ch. 13
Week 14 Wed 5.1	Risk Management Mitigating risks	Blackboard reading #9
Week 15 Mon 5.6	Sustainability and Legacy Course wrap-up	Aicher, Paule-Koba, & Newland Ch. 15
Mon 5.13 1:30-4:15	FINAL EXAM	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

Core Values Commitment

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <https://catalog.gmu.edu/policies/honor-code-system/>).

- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <https://ds.gmu.edu/>).
- Students must silence all sound emitting devices during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/> .

