



Seattle University
Center for the Study of Sport and Exercise

SADL 519 - Sport Event Design
Course Syllabus – Winter 2013

<i>Course Time and Location</i> Time: 6-8pm Section-01: Wednesdays Location: ADMIN 307	<i>Instructor:</i> Dr. Nicole Melton Phone: 206.220.8261 Office Hours: By App. Office: Lynn 116
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About the Course

Course Description and Overview

In this course students will develop more detailed plans for the event and begin implementation of the operational plans for the event during spring quarter. After successful completion of this course, students will be able to develop and implement operational plans (levels I, II, and III); establish and manage a budget including identifying revenue streams and costs; formulate effective communication processes; supervise personnel; and establish logistical plans including, site or equipment layouts, schedules and time lines, electronic communications and information systems, procedures for hospitality, housing, registration, transportation, traffic flow and parking, restroom and waste facilities, and liaison with reporting and broadcast media, governing bodies, vendors, concessions, planning committees, and volunteers.

Course Materials

We meet 10 class periods this quarter. This course requires students to work continually and diligently throughout the quarter and entails a fair amount of reading, review of prior readings, discussion, initiative, and action. Listed below are the required books for the course. These books can be purchased from many bookstores, including Seattle University Bookstore and online booksellers:

[M&A] Mallen, C. & Adams, L. (2008). Sport, recreation and tourism event management: Theoretical and practical dimensions. San Francisco: Elsevier.
ISBN 10: 0-7506-8447-X

[SUP] Supovitz, F. (2004). The sports event management and marketing playbook. Hoboken, N.J.: Wiley and Sons, Inc.
ISBN: 978-0-471-46007-7

Learning Objectives

After successful completion of this course, students will be able to do the following:

Objective	Learning Outcome	Evaluative Tool
1. Demonstrate knowledge of sport event management components		
a. develop, follow, and revise operational plans for all the major components of the sport event, which takes place during spring quarter	Content Knowledge, Discovery and Inquiry, Critical Thinking, Communication	Class participation, Sport Event Planning Documents
2. Demonstrate ability to prepare and manage budget for a sport event	Content Knowledge, Discovery and Inquiry, Critical Thinking, Numeracy, Communication	Event Budget
3. Demonstrate ability to prepare specific event documents	Content Knowledge, Discovery and Inquiry, Critical Thinking, Communication	sponsorship agreements, event marketing plan, media needs list, volunteer and participant release, transportation plan, accommodation and or guest relations plan and others as needed per event
4. Develop skills for being a reflective event manager		
a. develop an avenue for reflection that emphasizes building knowledge experientially	Content knowledge, Communication, Citizenship, Social Justice	Class discussion, journal writing
b. develop ways to assess current knowledge, identify gaps, and seek advice	Lifelong learning	Class participation, journal writing
5. Demonstrate effective leadership and team skills needed to convert goals into action	Content knowledge, Communication, Lifelong Learning, Social Justice	Leadership Evaluation: Action items from the Operational Plans

Class Participation and Assignments

Class Participation (100 pts)

Class participation, which includes speaking and listening thoughtfully, is paramount in this course. You are expected not only to have read through the readings due each week, but to have applied the concepts therein to various assignments. In doing so, you are expected to have a solid grasp of the content knowledge gained through the readings, which will allow you to participate fully in class discussions, activities, and work. You, as a class, are responsible for the ‘work’ of event planning and my role is to facilitate that ‘work’. While grading class participation is somewhat subjective on my part, understand that in general I will award points based on the following scale: very good (100-90), good (89-80), below expectations (79-70), and not prepared at all (69-0). A ‘very good’ is

earned through clear demonstration that you know what you've read and are applying it in discussion, you do not need to reference the book very much at all (but some will be necessary as there are too many details to commit to memory, but you know exactly where to find what you need), you are confident in the aspects of what you've learned and are able to contribute well to the class. A 'good' is earned when I can tell you've read the material, but it's not integrated well when you speak, you have to reference the book a lot just to think of ideas to say. It's evident that you read through the material when contributing ideas, but you are sometimes unclear and not as thorough in your thoughts. "Below expectations' is earned when it is clear you did not really do the reading, or skimmed it, and can't contribute in a meaningful way, but you are earnestly trying to play catch-up in class. So, you're interested, but not really ready. 'Not prepared at all' is earned when you are not interested, rely on others to do all the thinking, and did not do the reading as evidenced through your lack of knowledge about the topics.

Journal Writing: (100pts)

You are expected to keep a journal for the duration of this course. You may do this with paper/pen or in a Word doc. While I will provide some questions for thought that are required for your journals, you are expected to write in it as often as you like. Note, however, that only including the entries for which I provide questions will not earn you full credit. Good times to write are just after you finish reading, after class, and/or after/during assignment preparation. You should have no fewer than 15 entries for the quarter. Quality of reflection is also important. Essentially, you are putting into writing thoughts that are associated with the 'reflective observation' and 'abstract conceptualization' parts of the experiential learning model (fig. 11.1, p. 183, Mallen & Adams).

Event Documents: (200 pts)

Specific document requirements will be posted on Angel. These include but are not limited to: operational plans (Levels I, II, and III), event site layout, volunteer manual, procedures for hospitality, website, registration, media plan, marketing plan, sponsorship proposals and agreements, transportation, and traffic flow and parking plan.

Leadership: (200 pts)

You are expected to complete the tasks set out for you by your group as outlined in the operational plans as well as be a leader within your group. Evaluation in this area relates to how reliable you are as an event committee member. Your grade in this area is dependent on feedback from committee members as well as observations from the professor.

Course Outline and Schedule

CLASS SCHEDULE*

Wednesdays Section-01 Dates	Topic	Readings	Important Class Details
Unit 1	Operational Plans	1. M&A: Chp 3, 4, 5, 6	Report on Operational Plans Critical dates calendar
Unit 2	Sponsorship Marketing Plans	1. SUP: Plays 6, 7, 8 & 9	Report on Sponsorship Committee Reports Operational plans (review, revise as needed) Timeline Review, revise as needed
Unit 3	Engaging the Community	1. SUP: Plays 10 & 12	Marketing/ Hospitality Committee Reports Operational plans (review, revise as needed) Timeline Review, revise as needed
Unit 4	Contingency Plans	1. SUP: Play 14	Prepare contingency Plans Committee Reports Operational plans (review, revise as needed) Timeline Review, revise as needed
Website Launch	Somewhere in this timeframe		Registration and PR plans into full swing
Unit 5	Presenting the Event Site Visits Site Layout	Reference all of the above as needed	Committee Reports Operational plans (review, revise as needed) Timeline Review, revise as needed
Unit 6	Event preparation	Reference all of the above as needed	Committee Reports Operational plans (review, revise as needed) Timeline Review, revise as needed
Unit 7	Event preparation	Reference all of the above as needed	Committee Reports Operational plans (review, revise as needed) Timeline Review, revise as needed
Unit 8	Event preparation	Reference all of the above as needed	Journal Due Committee Reports Operational plans (review, revise as needed) Timeline Review, revise as needed
Unit 9	Event preparation	Reference all of the above as needed	Committee Reports Operational plans (review, revise as needed) Timeline Review, revise as needed
Unit 10	Event preparation	Reference all of the above as needed	Committee Reports Operational plans (review, revise as needed) Timeline Review, revise as needed

* I reserve the right to modify this syllabus at any time.

Course Details

Grading

Letter grades will be assigned according to the distribution table below: Final Grades will be posted on SU Online by 6pm June xx.

93.33+% = A	76.67+% = C+
90.00+% = A-	73.33+% = C
86.67+% = B+	70.00+% = C-
83.33+% = B	60.00+% = D
80.00+% = B-	00.00+% = F

This graduate-level course requires active participation in class discussions and activities. In addition, high-quality written work is expected. Written work should be clear, logical, grammatically correct, and spell-checked. **Now that you are in your 2nd year, you are expected to take initiative and apply concepts in thoughtful ways. Please feel free to contact me should you have questions regarding these expectations.**

SU Mission and Professional Accountability

Mission Statement:

Seattle University is dedicated to educating the whole person, to professional formation, and to empowering leaders for a just and humane world.

Vision

We will be the premier independent university of the Northwest in academic quality, Jesuit Catholic inspiration, and service to society.

Values

- **Care**
We put the good of students first.
- **Academic Excellence**
We value excellence in learning with great teachers who are active scholars.
- **Diversity**
We celebrate educational excellence achieved through diversity.
- **Faith**
We treasure our Jesuit Catholic ethos and the enrichment from many faiths of our university community.
- **Justice**
We foster a concern for justice and the competence to promote it.
- **Leadership**
We seek to develop responsible leaders committed to the common good.

Attendance

Students are expected to attend all **10 days** of class and be in the classroom from **6:00-8:00pm**. Please notify Dr. Nicole Melton (via phone, text or email) prior to the class if you will not be in attendance due to unforeseen circumstances. Make-up work for missing a class will be determined on a case-by-case basis. Being pro-active and a high degree of personal responsibility are expected.

Accommodations & Student Services

If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a

student in the class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100 (206-296-5740). Disability-based adjustments to course expectations can be arranged only through this process. Students experiencing personal problems or situational crises during the quarter are encouraged to contact the Seattle University's Counseling and Psychological Services (CAPS) [(206)-296-6090; <http://www.seattleu.edu/student/counsel/index.asp>] for assistance, support and advocacy. This service is free and confidential.

Academic Integrity

Just as ethics and integrity are important in management practice, academic integrity is important in this course. Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Academic Honesty Policy. Without regard to motive, student conduct that is academically dishonest, evidences lack of academic integrity or trustworthiness, or unfairly impinges upon the rights and privileges of others is prohibited. See the following web page for additional information; <http://www.seattleu.edu/registrar/page.aspx?ID=87>

Questions and Out-of-Class Communication

Please direct questions to Dr. Nicole Melton via email. I will communicate with the class through your SU email and update Angel with PowerPoints etc. on a weekly basis. Be sure to check both regularly. I check email regularly and you can expect a response within 24 hours.

Professional Conduct

Students are expected to arrive to class on time and stay for the duration of the class session. True medical or family emergencies will be dealt with on a case-by-case basis. Professional behavior is expected throughout the class. This means respectful communication both inside and outside of class and comments should be aimed at moving the discussion forward. This does not mean that students must always agree with others since reasoned, respectful dissent may be part of the discovery process and lead to previously unconsidered options. In addition, **please turn off and put away all cell phones and PDAs** prior to class and **refrain from texting, emailing or web surfing during class**. If you are awaiting an urgent call and need to leave your phone on during class, let the instructor know prior to class.

Anti-Discrimination Statement

Seattle University does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, marital status, sexual orientation, gender identity, political ideology or status as a Vietnam-era or special disabled veteran in the administration of any of its education policies, admission policies, scholarship and loan programs, athletics, and other school-administered policies and programs, or in its employment related policies and practices. All University policies, practices and procedures are administered in a manner consistent with Seattle University's Catholic and Jesuit identity and character. Inquiries relating to these policies may be referred to the University's Assistant Vice President for Human Resources and Equal Opportunity Officer at (206) 296-5870.