

**University of Massachusetts Amherst**  
Department of Sport Management

Sport Event Management  
SPORTMGT 492/594B  
Spring 2007

Instructor: Dr. Mark McDonald                      Class Time: Tu/Th 4:00 – 6:30pm  
TA: Caitlin Rothstein                                  Classroom: ISOM 125  
Office: ISOM 236E                                      Office Hrs: Tu/Th 9:30 – 10:30 am  
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Class Office: 233 ISOM, Flavin Experiential Learning Center

**REQUIRED READING MATERIALS:**

Supovitz (2005) The Sports Event Management and Marketing Playbook  
(Available at the Textbook Annex)

**COURSE OBJECTIVE:**

This experiential learning course provides students with the opportunity to actively participate in their personal and professional development. Only through actively participating in the learning process will students enhance their personal experience and their understanding of the management process and the leadership and management skills involved. In the process, students will increase their knowledge of various aspects of sport event management (budgeting, operations, marketing, media relations, public relations, sponsorship, registration, hospitality, volunteer management) and apply that knowledge in the planning and execution of SoccerFest.

**COURSE METHOD:**

The class will be structured as an event management organization with working departments, clients, and CEO (instructor). During the early weeks of the semester classes will follow a lecture/discussion format. The instructor will focus on introducing key concepts relative to sport event management. As the semester progresses, students/event departments will lead class discussions, class problem solving, and consensus decision-making.

**GRADING BASIS:**

Midterm exam	25%
Personal/Group log book	20%
Attendance/Participation	20%
Sport Event Management Report	20%
Peer Performance Evaluation	15%

**GRADING SCALE:**

93-100%	A	77-79.99%	C+
90-92.99%	A-	73-76.99%	C
87-89.99%	B+	70-72.99%	C-
83-86.99%	B	67-69.99%	D+
80-82.99%	B-	60-66.99%	D
		Below 60%	F

**PERSONAL/GROUP LOG BOOK**

Students will be responsible for the maintenance and compilation of a logbook detailing their daily efforts, actions and meetings. The logbook format will be provided to the students. The logbook should be handed in with the rest of the departmental members – as a Group logbook. The instructor will require periodic submissions of the logbook.

**MIDTERM EXAM**

The mid-term exam will provide a hypothetical event scenario and ask the student to apply his/her knowledge in order to most effectively plan for the implementation of the event. The exam will consist of several questions and will be closed book, closed notes.

**ATTENDANCE/PARTICIPATION**

The success of the event and the quality of the experiential learning and personal development for which this course is based is directly related to in-class participation, communication, problem solving, and decision-making. Thus, 20% of the student's final grade is based upon the level and quality of class participation. This grade will also account for student attendance and participation during departmental meetings with the professor.

**PEER PERFORMANCE EVALUATION**

Members of the class will be evaluated by peers within their department (i.e. sponsorship, tournament operations, etc.). Evaluations will be based on 10 criteria related to their performance and contribution to the group's efforts and success.

**GROUP AND PROJECT EVALUATION**

Following the event, students will be required to complete a two-part evaluation process:

1. A Sport Event Management Report guided by questions provided by the instructor.
2. A peer evaluation of each member in the working group.

## COURSE OUTLINE

- Tu., 1/30:** **FIRST DAY.** Introduction of class members. Description of the class and how it will operate (Agenda, Minutes, Departmental Meetings). Description of organizational departments and signup. Discussion on class and group norms, and SoccerFest office protocol, procedures.
- Th., 2/1:** Department assignments. Introduction to Event Management. Review of previous SoccerFest events. Schedule first departmental meetings.  
**Assignment Due: Introduction and Chapter 1 (Supovitz)**
- Tu., 2/6:** **13 WEEKS FROM EVENT.** Meet with Sam Koch, UMass Men's Soccer Coach. SWOT Analysis. Core ideology and values, and goal setting.
- Th., 2/8:** Meet with Chris Streeter, AYSA Director of Coaching & Joel Feinman, AYSA President. Finalize team vision/goals and event plans. Initial discussion on budgeting. Distribute and discuss 2005 departmental budgets. Finances. Purchase procedures.  
**Assignment Due: Chapter 2 & Chapter 3 (Supovitz), Departmental Goals**
- Tu., 2/13:** **12 WEEKS FROM EVENT.** Guest Speaker, Dave Elkins, Naismith Basketball Hall of Fame. Presentation of department budgets.  
**Assignment Due: Department Budgets**
- Th., 2/15:** Work on finalizing budgets. Sponsorship update. Discussion on event topics, Sponsorship/account management and Hospitality. Work with departments.  
**Assignment Due: Chapter 5 & Chapter 6 (Supovitz)**
- Tu., 2/20:** **11 WEEKS FROM EVENT.** No Class - President's Day.
- Th., 2/22:** Finalize department/event budgets.
- Tu., 2/27:** **10 WEEKS FROM EVENT.** Guest Speaker, Jason Polan, LeadDog Marketing. Discussion on event topics, Tournament Operations/Registration. Work within departments.  
**Assignment Due: Chapter 12 (Supovitz)**
- Th., 3/1:** Discussion on event topics, Marketing, Media/Advertising and Promotions.  
**Assignment Due: Chapter 9 (Supovitz)**
- Tu., 3/6:** **9 WEEKS FROM EVENT.** Discussion on event topic, Volunteer Management. Work within departments.
- Th., 3/8:** Discussion on event topic, Risk Management. Work within departments.  
**Assignment Due: Chapter 14 (Supovitz)**

- Tu., 3/13:** **8 Weeks from Event.** Midterm Exam. Department updates.
- Th., 3/15:** Review Midterm Exam. Status reports from all Departments. Work within departments.
- 3/17 - 3/25:** **SPRING BREAK!!**  
Assignment: Relax & Re-energize!
- Tu., 3/27:** **6 Weeks from Event.** Regroup. Organize. Details. Problem Solve. Make Decisions.
- Th., 3/29:** Departmental updates, status reports, next steps identified, problem solve.
- April 3 -  
May 3:** Weekly Departmental Updates, decision-making, problem solving, planning, making things happen!
- May 4<sup>th</sup>:** **Soccer Showdown: Men's Soccer Exhibition Game**
- May 5<sup>th</sup>:** **UMass Sport Management SoccerFest**
- Tu., 5/8:** Celebrate. Follow-up and follow through.
- Th., 5/10:** Event debriefing.