

University of Massachusetts Amherst
Department of Sport Management

Sport Event Management (Honor's Capstone Course)
SPORTMGT 499D
Spring 2007

Instructor: Dr. Mark McDonald Class Time: Tu/Th 4:00 – 6:30pm
TA: Caitlin Rothstein Classroom: ISOM 119
Office: ISOM 236E Office Hrs: By appointment only
Email: mcdonald@sportmgt.umass.edu Telephone: 545-5062
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:

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|-----------------------------|-----|
| Critical Analysis Report | 30% |
| Midterm exam | 20% |
| Personal/Group log book | 15% |
| Peer Performance Evaluation | 15% |
| Attendance/Participation | 10% |
| Personal Reflection Journal | 10% |

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.

PERSONAL REFLECTION JOURNAL

The purpose of journal writing is to help students understand and attach personal meaning to observations and experiences as part of the class. Guidelines and specific requirements for journal writing will be provided. Students should be prepared to share and discuss journal entries with the course instructors.

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.

CRITICAL ANALYSIS REPORT

This report is required of all students taking Sport Event Management as an honor's capstone course. Further guidance on capstone course requirements can be found at www.comcol.umass.edu/capstone.

- A. The report will be a minimum of twenty (20) typed, double spaced pages. Students will be required to follow APA Guidelines (5th Edition).

- B. The project manuscript will include:
 - a. Title Page
 - b. Abstract (2 copies)
 - c. Contextual information:
 - i. At the start of the semester, identify one issue you want to explore further. Be sure to clearly identify the issue/research question. Some examples of topics to be explored include: strategic alliances, management/leadership styles, organizational philosophy and culture, relationship between philosophy/culture and strategy, and sponsorship evaluation. When applying knowledge derived from general education, mainstream management, and sport management coursework, the available topics to explore are nearly endless.
 - ii. Review the literature related to your research topic. The final project manuscript should include a review of the theories connected to your research issue and an analysis of the application of these theories to the SoccerFest organization. Students will meet with Dr. McDonald individually on a bi-weekly basis to discuss this project.
 - d. Process information:
 - i. What were the your personal and professional goals upon joining the Sport Event Management course?
 - ii. How did you go about accomplishing these goals over the course of the semester?
 - e. Reflections:
 - i. How would you evaluate your own performance in this class both during the semester, and during the actual event (including the week's activities surrounding the volunteer party, team check-in, site setup, and actual event day)?
 - ii. How would you evaluate your department's performance in this class both during the semester, and during all event activities?
 - iii. Looking into the future, what would you recommend in terms of changes to the overall structure and format of this class (not the event, the class)? Please feel free to mention anything that comes to mind regarding the Sport Event Management class format, the working departments within the class, the responsibilities of each department, assignments, etc.
 - iv. What recommendations would you make regarding the SoccerFest event itself? Feel free to mention anything, on any area, that comes to mind.
 - v. Within any organization it is important for the manager or CEO to evaluate the employees so the employees can learn and develop. It is also equally important for the employees to evaluate the manager/CEO, so this person can improve and develop as well. How would you evaluate your CEO (Dr. McDonald)? What

were his strengths, his weaknesses? How could he improve both within the classroom during the semester, and in connection with the actual event. What other suggestions or comments would you like to provide in regards to the CEO?

- vi. Finally, the key to this class is the student learning that takes place; personal growth and development of you as an individual and also as a leader and manager. What did you learn about yourself -- your skills, your qualities, your character, and your strengths and weaknesses? In what areas do you feel you really developed and grew based on your experiences in this class?

COURSE OUTLINE

- Tu., 1/29:** **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., 1/31:** Department assignments. Introduction to Event Management. Review of previous SoccerFest events. Schedule first departmental meetings.
Assignment Due: Introduction and Chapter 1 (Supovitz)
- Tu., 2/5:** **14 WEEKS FROM EVENT.** SWOT Analysis. Core ideology and values, and goal setting.
- Th., 2/7:** 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., 2/12:** **13 WEEKS FROM EVENT.** Meet with Jim Rudy, UMass Women's Soccer Coach. Meet with Sam Koch, UMass Men's Soccer Coach. Presentation of department budgets.
Assignment Due: Department Budgets
- Th., 2/14:** Guest Speaker, Evan Olesh, The Gazelle Group. 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)
- Th., 2/21:** **12 WEEKS FROM EVENT.** No Class - President's Day.
- Tu., 2/26:** Finalize department/event budgets.
- Th., 2/28:** **11 WEEKS FROM EVENT.** Guest Speaker, Jason Polan, LeadDog Marketing. Discussion on event topics, Tournament Operations/Registration. Work within departments.
Assignment Due: Chapter 12 (Supovitz)
- Tu., 3/4:** Discussion on event topics, Marketing, Media/Advertising and Promotions.
Assignment Due: Chapter 9 (Supovitz)
- Th., 3/6:** **10 WEEKS FROM EVENT.** Guest Speaker, Will Gillespie. Discussion on event topic, Volunteer Management. Work within departments.

- Tu., 3/11:** Discussion on event topic, Risk Management. Work within departments.
Assignment Due: Chapter 14 (Supovitz)
- Th., 3/13:** **9 Weeks from Event.** Midterm Exam. Department updates.
- 3/15 - 3/23:** **SPRING BREAK!!**
Assignment: Relax & Re-energize!
- Th., 3/25:** Review Midterm Exam. Status reports from all Departments. Work within departments.
- Tu., 3/27:** **7 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 9th:** **Soccer Showdown: Men's Soccer Exhibition Game**
- May 10th:** **Clif Bar SoccerFest**
- Tu., 5/13:** Event debriefing. Follow-up and follow through.