JEFFERSON COLLEGE
COURSE SYLLABUS

HPE230
TOURNAMENT AND EVENT MANAGEMENT
3 Credit Hours

Prepared by:
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January 2010

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HPE230  Tournament and Event Management

I. CATALOGUE DESCRIPTION

A. Pre-requisite: HPE140 Foundation of Sport Management

B. 3 semester hours credit

C. Tournament and Events management will examine the processes, methods and practices involved in event management, including sport tournaments, sport team events and individual sporting events. (S)

II. EXPECTED LEARNING OUTCOMES WITH ASSESSMENT MEASURES

<table>
<thead>
<tr>
<th>OUTCOMES</th>
<th>ASSESSMENTS</th>
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<tbody>
<tr>
<td>Demonstrate the ability to design a sporting event that includes general operating plans for budgeting, marketing, selling and staffing; marketing; revenue sources; plans for hospitality.</td>
<td>Simulation Project</td>
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<td>Research Paper</td>
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<td>Activity</td>
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<td>Compare and contrast the processes and contracts related to negotiation, suppliers, vendors, sponsors, media and other constituents in the management of sport events.</td>
<td>Diagram</td>
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<td>Case Study</td>
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<td>Simulation Project</td>
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<td>List major issues related to risk management.</td>
<td>Assignments</td>
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<td>Exam</td>
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<td>Identify the opportunities and challenges involved in dealing with professional athletes.</td>
<td>Exam</td>
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<td>Simulation Project</td>
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<td>Evaluate the severity of issues associated with staging particular types of events (i.e. outdoor, indoor, public/private partnerships, and charity).</td>
<td>Case Studies</td>
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<td>Presentation</td>
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<td>Research</td>
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<td>Identify employment opportunities available in the field and list key skills for each job.</td>
<td>Research Paper</td>
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<td>Activity</td>
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<td>Presentation</td>
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III. OUTLINE OF TOPICS

A. Planning
1. Strengths, Weaknesses, Opportunities, and Threats Analysis (SWOT)
2. Working Your Plan
3. International Event Planning
4. Conducting Planning Meetings
5. Planning for Contingencies
6. Resources for Event Planning Software

B. Designing, Planning and Controlling Event Logistics
1. Vendors
2. Volunteers
3. Transportation & Accommodations
4. Food and Beverages
5. Ticketing, Admissions and Seating Variation
6. Safety and Emergency Precaution

C. Providing Hospitality at Sport Events
1. Effective Hospitality Strategies
2. Budget

D. Negotiations and Contracts
1. Option to Renew and Right of First Refusal
2. Termination and Arbitration
3. Risk Management and Insurance
4. Sponsorship and Supplier Agreements
5. Television
6. Sport Celebrities
7. Venue Contracts
8. Legal Counsel
9. Sport Management/Marketing Consultant
10. Litigation, Arbitration and Alternative Dispute Systems

E. Risk Management: Protecting Your Investment
1. Risk Assessment and Preventative Measures
2. Safety and Incident Reporting

F. Marketing
1. Traditional and Corporate Event Marketing
2. Recruiting and Leveraging a Sport Celebrity
3. Budget
4. Strategies

G. Financing Sports Events
1. Finding Capital
2. Contracting Outside Agencies
3. Non-sponsorship Funding Sources
4. Controlling Costs

H. Licensing Agreements and Merchandising
1. Vending Locations, Design and Operations
2. Marketing Licensed Merchandise and Guarantees
3. Training Your Sales Team
4. Selling Merchandise

IV. METHOD(S) OF INSTRUCTION

Classroom Instruction
Online Instruction

V. REQUIRED TEXTBOOK(s)


VI. REQUIRED MATERIALS (student)

None

VII. SUPPLEMENTAL REFERENCES

Current Library resources

VIII. METHOD OF EVALUATION (basis for determining course grade)

A. Activity
B. Case Studies
C. Class Participation/Attendance
D. Diagrams
E. Exams
F. Presentation
G. Research Paper
H. Simulation Project

IX. ADA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Library; phone 636-797-3000, ext. 169).
X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College website.
http://www.jeffco.edu/jeffco/index.php?option=com_weblinks&catid=26&Itemid=84