Course Code: Title	SPT303: SPORT AND PROGRAM EVENT MANAGEMENT
Program Number: Name	2073: SPORTS ADMIN.
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2025-2026
Course Description:	Students in this course will explore sporting and program event preparation and planning from inception to delivery. Students will develop a strong understanding of various event planning factors including: the techniques for selecting and evaluating particular event sites, forecasting demand and supply in specific markets, using timelines and schedules, creating and managing event budgets, identifying types of sponsorships and funding, developing partnerships and volunteer staffing, addressing risk management issues and implementing rules and regulations, and conducting a post event analysis.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2073 - SPORTS ADMIN.** VLO 1 Select and effectively use technology and software programs relevant to sport management and entrepreneurship. VLO 2 Develop, analyze and implement marketing strategies for products, programs, events, services and facilities related to sporting organizations or events. VLO 3 Develop business strategies for sports organizations which take into account the current political and economic environment to maintain currency in the industry while considering historical context. VLO 4 Comply with relevant statutes, regulations, safety and accessibility standards, and business practices. VLO 6 Employ current and relevant financial management strategies to support the operations of a sport organization or event. VLO 8 Plan, organize and deliver sport projects, tournaments, programs or community events that respond to needs, interests and abilities, engage participants, and promote health and wellness.
Essential Employability Skills (EES) addressed in this course:	EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems.

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	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. EES 10 Manage the use of time and other resources to complete projects.
Course Evaluation:	Passing Grade: 50%, A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Books and Required Resources:	Managing Sport Events, 2nd edition by Greenwell, Danzey-Bussell and Shonk Publisher: Human Kinetics Edition: 3 ISBN: 978-1-4925-7095-0 Managing Sport Events, 2nd edition by Greenwell, Danzey-Bussell and Shonk Publisher: Human Kinetics Edition: 3 ISBN: 978-1-4925-9066-8 e-book

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Develop an understanding of the sport event industry and event conceptualization.	1.1 Compare and contrast sporting events versus nonsporting events. 1.2 Understand the relationship of sport event management to sport facility management and sport tourism. 1.3 Understand the process involved in conceptualizing and developing an event. 1.4 Adopt a systematic approach to event planning. 1.5 Develop timelines, manage logistics and plan for contingencies.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Understand the process of event bidding and event budgeting.	2.1 Appreciate the reasons why host communities bid on sporting events. 2.2 Be able to calculate the economic impact and identify issues with economic impact calculations. 2.3 Outline the steps in the bidding process for sporting events. 2.4 Understand the budgeting process and be able to develop event budgets. 2.5 Be able to identify appropriate revenue streams and expense categories and understand how to control costs and manage cash flows.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Plan for marketing the event and finding sponsors.	3.1 Recognize and relate the benefits of sponsorship to potential partners and develop a sponsorship proposal. 3.2 Identify the key issues of developing an event brand. 3.3 Consider multiple tools for promoting events. 3.4 Understand the symbiotic relationship between the media, sport, and events.
Course Outcome 4	**Learning Objectives for Course Outcome 4**

	Recognize the various tasks required to execute a successful event.	4.1 Understand the importance of contracts in event management and develop negotiation strategies for the various event contracts. 4.2 Identify the risk management process and generate a risk management plan and an emergency plan. 4.3 Consider the various elements of event staffing, including the use of volunteers, potential outsourcing, scheduling and management and leadership. 4.4 Be able to outline the logistical considerations of a sporting event, including facilities, ticket sales, food and beverage operations, hospitality, traffic flow, hygiene needs, accommodations, award ceremonies, etc. 4.5 Understand the key elements of event day management. 4.6 Recognize the tasks required following the event for successful completion.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments/quizzes	30%
Final exam	20%
Group project	30%
Presentation	20%

Date: August 18, 2025

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.