

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	International Sports Management
FHEQ Level:	5
Course Title:	Sports Events Planning and Promotion
Course Code:	SPT 5210
Total Hours:	120
Timetabled Hours:	45
Guided Learning Hours:	0
Independent Learning Hours:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course introduces students to the principles, concepts and steps involved in planning and executing successful events. The focus is on event project management skills needed to research, design, plan, market, and co-ordinate and evaluate a professional event. The special needs of different types of events will be discussed. It explores the new industry standards being set for event organisation and spectacular entertainment and ceremony and examines the penetration of special events on everyday lives, and the cultural importance attached to those events.

Prerequisites:

MGT 3200

Aims and Objectives:

The aims of the course are to provide an understanding of the fundamental concepts and practices of event planning and the promotion of sporting events as well as the basic skills required to manage these functions. It develops an appreciation of the role that good planning can make to organisational success and the way in which this may be enhanced and evaluated.

Programme Outcomes

International Sports Management: A1, A2, A4, A5, A6, B1, B3, B5, C1, D4

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

Apply knowledge and understanding of sport event management and promotion concepts to develop a case study analysis assessing the strategic roles and functions undertaken by a sport organization

Cognitive Skills

Identify and evaluate the theory and practice of sport event management and promotion from different critical perspectives.

Practical and/or Professional Skills

Use knowledge of sports event management and promotion to evaluate the various risks present in the administration of sport events and identify strategies for effective risk management.

Key Skills

Develop a strategic event proposal/plan for an event and apply appropriate techniques for event evaluation.

Indicative Content:

Introduction to the Event Industry

Models of Professional Event Management. Phases of the event process. Pre-event research - Needs Assessment. Laws of effective events.

Developing the Event Plan. Feasibility, Screening, Progression. Creating an Event Timeline.

Event Leadership & Teamwork. Event leadership. The HR Plan. Overcoming teamwork challenges

Financial Administration for Events. Developing a budget - sources of revenue.

Cash flow/breakeven

Event Co-ordination – Logistics and Supply

Marketing and Public Relations for events. Defining the target audience. The Marketing plan.

Cultivating Partners, Donors and Sponsors

Risk Assessment. Health & Safety of events

Risk Management. Law and Ethics. Contracts, permits & licenses. Risk management procedures

Evaluating the event. Close down and legacy

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s).

The lectures will be participative in nature and will encourage commentary, application to real life scenarios/experiences and questioning to help develop deep learning and understanding, in addition to transferable skills.

Weekly seminars will support and enhance student learning through the exploration and application of their understanding of planning in practical scenarios, the assessment of risk in authentic situations, and in presenting information in a coherent and concise manner. Seminar sessions will require both individual and team participation and students will be encouraged to come prepared to participate in class.

Powercampus will be used to upload lecture notes and other essential course-related information.

Bibliography:

See syllabus for complete reading list

IndicativeText(s):

Lawrence A. Wenner, L., and Andrew C. Billings, A. (Eds.). 2017. *Sport, Media and Mega-Events*. London: Routledge

Masterman, G. 2021. *Strategic Sports Event Management*. London: Routledge

Parent, M., and Ruetsch, A. (Eds.). 2021. *Managing Major Sports Events: Theory and Practice*. London: Routledge

Journals

International Journal of Event and Festival Management

Journal of Sport Management.

Journal of Applied Sport Management.

Sport Management Review.

Sport, Business and Management.

Journal of Sports Economics.

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Minor	Amendment of programme outcome codes to conform with B & E School standards.	School Chair's action by PDA	
Major	Amendment of course learning outcomes to align with QAA FHEQ Level 5 benchmark descriptors.	13/12/2021 School Chairs Action	
	Annual Update	May 2023	
	Total Hours Updated	April 2024	