

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	RIASA
Programme:	BA International Sports Management
FHEQ Level:	5
Course Title:	Sports Event Planning and Promotion
Course Code:	SPRT 5102
Total Hours:	160
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

This course introduces students to the principles, concepts, and steps involved in planning and executing successful sports events. Students will explore the cultural significance of sports events, studying how they shape and reflect societal values, traditions, and identities. Students will examine diverse and complex sports event management contexts, applying a wide range of techniques and information sources to plan and execute successful sports events. The course covers wide-ranging areas of knowledge, including the latest theories, ideas, and concepts in sports event management, and their application in real-world scenarios. Students will develop critical thinking and problem-solving skills, applying relevant principles and techniques to address complex challenges in sports event management. They will also engage in creative processes to design innovative sports event solutions. The course emphasizes practical skills, including the organization and communication of information, teamwork, and the design and development of sports event projects. Students will develop an awareness of ethical and professional values, taking responsibility for their decisions and actions in the context of sports event management. The course explores current industry standards and emerging trends in sports event management, including sustainability practices, technological advancements, and regulatory requirements. Students will examine various types of sports events, including professional tournaments, community sports festivals, charity runs, and school sports days, and learn to address their unique needs and challenges.

Prerequisites:

40 Credits

Aims and Objectives:

Aim: To provide an understanding of the fundamental concepts and practices of sports event planning and promotion, and the skills required to manage these functions in varied and complex contexts. Students will apply wide-ranging areas of knowledge, including the latest theories, ideas, and concepts in sports event management, to real-world scenarios.

Objectives:

1. Develop an appreciation of the role that good planning can make to organizational success and the way in which this may be enhanced and evaluated.
2. Foster critical thinking and problem-solving skills, applying relevant principles and techniques to address complex challenges in sports event management.
3. Emphasize practical skills, including the organization and communication of information, teamwork, and the design and development of sports event projects.
4. Cultivate an awareness of ethical and professional values, taking responsibility for decisions and actions in the context of sports event management.

Programme Outcomes:

A5(II), B5(II), C5(II), D5(II)

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Course Learning Outcome	Programme Outcome
Disciplinary Knowledge and Understanding Critically evaluate and apply key theories and concepts in sports event management to the planning and execution of a community sports event.	A5 (II)
Disciplinary Applied Skills Select, apply, and utilize appropriate methods for the promotion and management of a sports event, ensuring effective coordination and execution.	B5 (II)
Communication Skills Work effectively within a team to plan, promote, and deliver a sports event, demonstrating the ability to manage tasks with limited supervision and according to a given brief.	C5 (II)
Transferable Skills Engage in action-learning by collaborating with local sports-based charities and organizations, developing practical skills and professional networks that support career planning in sports event management.	D5 (II)

Indicative Content:

- Understanding the Sports Event Industry
 - Developing the Sports Event Plan
 - Sports Event Leadership & Teamwork
 - Financial Administration for Sports Events
 - Sports Event Coordination – Logistics and Supply
 - Marketing and Public Relations for Sports Events
 - Cultivating Partners, Donors, and Sponsors
 - Risk Assessment and Health & Safety
 - Risk Management, Law, and Ethics
 - Evaluating the Sports Event
 - Practical Project: Planning and Executing a Sports Event

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:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Lawrence A., Wenner, L. and Billings, A. (eds.) (2017) *Sport, Media and Mega Events*. London: Routledge.

Masterman, G. (2022) *Strategic Sports Event Management*. 4th edn. London: Routledge.

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

Supovitz, F. and Goldwater, R. (2024) *The Sports Event Management and Marketing Playbook*. Third edition. Hoboken, NJ: Wiley.

Journals

Journal of Sport Management.

Journal of Applied Sport Management.

Sport Management Review.

Sport Marketing Quarterly

Journal of Sports Economics.

Websites

Eventbrite - Sports Event Management 101: A comprehensive guide on how to plan and promote sports events. Available at: <https://www.eventbrite.com> (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Nov 2024	