

**\* SUBJECT TO APPROVAL IN FEB 2016**  
**COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School/Department:</b>	Richmond Business School
<b>Programme:</b>	BA (Hons) International Sports Management
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Sports Events Planning and Promotion
<b>Course Code:</b>	SPT 5210
<b>Course Leader:</b>	TBC
<b>Student Engagement Hours:</b>	<b>120</b>
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning :	75
<b>Semester:</b>	Fall
<b>Credits:</b>	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**

A1, A2, A3, A4, A5, A6

B1, B3, B4, B5

C1,

D1, D4, D5

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:

<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

### **Learning Outcomes:**

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

- 1. Demonstrate an understanding of event project management skills**
- 2. Through an event case study discuss the components of an effective special event and evaluate the event**
- 3. Demonstrate an understanding of the risks associated with events and how to manage this risk**
- 4. Develop a strategic event proposal/plan for an event**
- 5. Demonstrate an understanding of the techniques used in event evaluation**

### ***Indicative Content:***

1. Introduction to the Event Industry
2. Models of Professional Event Management. Phases of the event process. Pre-event research - Needs Assessment. Laws of effective events.
3. Developing the Event Plan. Feasibility, Screening, Progression. Creating an Event Timeline.
4. Event Leadership & Teamwork. Event leadership. The HR Plan. Overcoming teamwork challenges
5. Financial Administration for Events. Developing a budget - sources of revenue. Cash flow/breakeven
6. Event Co-ordination – Logistics and Supply
7. Marketing and Public Relations for events. Defining the target audience. The Marketing plan.
8. Cultivating Partners, Donors and Sponsors
9. Risk Assessment. Health & Safety of events
10. Risk Management. Law and Ethics. Contracts, permits & licenses. Risk management procedures
11. Evaluating the event. Close down and legacy

**Assessment:**

This course conforms to the Richmond University Standard

**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):**

Conway, D.G., 2009 *The Event Manager's Bible*, Third edition, How to Books

Bowdin, G., Allen, J., O'Toole, W., Harris, R., McDonnell, I., 2011, *Events Management*, Third Edition,

Tum, J., Norton, P., Nevan Wright, J. 2006, *Management of Event Operations*, Butterworth Heinmann

Supovitz, F., 2005, *The Sports and Events Management and Marketing Playbook*, John Wiley and Sons

Shone, A., Parry, B., 2004, *Successful Event Management*, Third edition, Cengage Learning

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

