



SPM 4104 Sports Facility & Event Management CRN 11203

Mondays, 5:30 p.m. to 8:15 p.m.
Lutgert Hall 2210; 3 Credit Hours

Instructor: Jeff Mielke, Executive Director – Lee County Sports Development

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Office Location: Off campus. Please contact me for office hours and location.

A. COURSE DESCRIPTION

An understanding of the role of managing sports events and facilities in society is stressed. Topics include building a facility, feasibility studies, financing a facility, types of facilities, producing events, day-to-day operations, concessions, maintenance, franchise interaction, and the career paths to become a successful sports event and/or facility manager. Sports event management topics covered including protocols in planning sports events, risk management assessment, celebrity contracts, media marketing and advertising, sponsorship, merchandising, hospitality, and assessment of event success.

Prerequisite: SPM 3004

B. KEY TOPICS COVERED IN THIS COURSE

1. Understanding the Sports Industry, the players and opportunities
2. Critical planning to Master the Game
3. SWOT Analysis
4. Designing, Planning & controlling Event Logistics
5. Providing Hospitality at Sports Events

6. Negotiations and Contracts
7. Risk Management: Protecting Your Investment
8. Effectively Recruiting and Leveraging a Sport Celebrity
9. Event Marketing
10. Financing Sports Events
11. Licensing Agreements & Merchandising
12. Sports Tourism: An Economic Catalyst for Cities
13. Charitable Events

C. TEXTBOOK AND READINGS *and other required materials*

The Ultimate Guide to Sports Marketing, Second Edition (2001). Authors: Stedman Graham, Lisa Delpy Neirotti and Joe Jeff Goldblatt. (ISBN # 0-07-136124-3)

Personal notebook is also required

D. GRADING AND ASSIGNMENTS

Grading: Students final grade will be evaluated and graded using the weighting scale as follows:

Assignment	Weighting Allocation
Event Notebook	20%
Exam #1	15%
Exam #2	15%
Exam #3	15%
Class Attendance & Participation	15%
Final Exam	20%
Total	100%

GRADING SCALE:

Plus/Minus Grading Will Be Used For This Class

A	95%-100%
A-	90%-94%
B+	87%-89%
B	84%-86%
B-	80%-83%
C+	77%-79%
C	74%-76%
C-	70%-73%
D	65%-69%
F	Below 65%

E. ATTENDANCE POLICY:

This class relies on active participation and discussion of subject matter. Therefore, attendance is a proxy for participation and is taken at every class. For every class you miss, **3 points** will come off your participation grade. If you leave after half of the class, I will count it as a missed class unless you notify me beforehand and I excuse your early departure. Please note that there will be few excused absences granted; if you are in class you have the opportunity to gain participation points, if you are not there, you cannot earn them.

*Arrive on time (late students disrupt class and show disrespect to any guest speakers that have taken time out of their personal lives to be with us).

*Any syllabus changes will be announced in class.

As per university policy, an instructor who informs students about the necessity of attendance may request the Registrar to drop the student from the class for lack of attendance. This is the required written notice about attendance. Due to the course's need for students to quickly form and begin working in teams, any student who fails to attend the first three class sessions will be administratively dropped from this course by the instructor.

MY POLICIES & GUIDELINES

1. Computer and Internet Policy: This class requires your full attention and participation. It is my

policy to not allow use of laptops in class unless there is a specific need for it. You are not allowed to use in-class telephone/PDA text, instant, laptop or emailing messaging under any circumstances.

2. I regard surfing of the Internet, instant and text messaging as equivalent to openly reading a newspaper or magazine or holding a cell phone conversation in class. Therefore I consider such behaviors both distracting to the learning of other students (as well as yourself) and discourteous to the class and to the instructor. Please be aware such behaviors are not only against my policy but will lose you significant participation marks.
3. Make-up Exams: Make-ups for exams will NOT normally be given. The only exception will be well-documented SERIOUS emergency, natural disaster, or serious illness of the student or close family member. In relevant cases physician's confirmation will be required. ALL requests for make-ups will need to be thoroughly documented.
4. I really want to know my students and your names. Therefore, I will ask you to fill out a seating chart and remain in the same seat for the rest of the class so I can learn your names. I will also ask you to write your name on a "tent card" and bring it with you to each class.
5. Students who are dropped from this course by the university for non-payment of tuition and/or fees are still responsible for completing all course activities and assignments by the deadlines stated in the course syllabus and associated handouts while they work on reinstatement to this course.

TEACHING METHODS & LEARNING STRATEGIES

The course consists of:

- lectures on sports facility and event management;
- class discussions and student interaction on assigned topics;
- out of class visits to various sports venues
- guest speakers from various sports facility and event management backgrounds

Students of this class should:

2. Be **Leaders** who can manage and communicate in complex and diverse sports event situations.
3. Be **Ethical** in solving problems within a framework that incorporates legal, social, and environmental considerations.
4. Have the ability to **Adapt** to changing business environments.
5. Be **Systems** oriented by understanding the interrelatedness of an organization with the environment.

F. LEARNING OUTCOMES & ASSESSMENT

The Department of Management creates an environment that enables students to develop managerial knowledge and leadership skills, both individually and collaboratively, to: (1) recognize, evaluate, and cultivate business opportunities; (2) identify, understand, and implement positive solutions to organizational issues; and (3) build leadership capabilities to effectively manage organizational change in the global environment.

Lutgert C.O.B. Learning Goals & Objectives	Management Learning Objectives	Course Learning Objectives (measurable)	Assessment Methods
Understand the business environment 1. Demonstrate knowledge of ethical issues 2. Demonstrate knowledge of global factors influencing business. 3. Explain the importance of environmental responsibility.	1. Analyze ethical and CSR issues as they apply to management. 2. Demonstrate knowledge of global factors influencing business	1. To better understand the professional field of sports facility and event management	Notebook Assignment; Exams; Final Development Assessment
Be effective problem solvers. 1. Solve business problems using analytical tools	3. Solve management problems using analytical tools	2. Demonstrate knowledge and appreciation for event planning and logistics	Notebook Assignment; Exams
Be an effective communicator 1. Deliver effective oral presentations 2. Prepare effective written reports	4. Demonstrate effective professional communication skills. 5. Work effectively in diverse teams	3. Demonstrate positive communication skills	Class Participation; Out of Class Activities
Have interdisciplinary business knowledge 1. Understand main concepts & definitions in accounting, economics, finance, information systems management, marketing and operations management. 2. Integrate knowledge across business disciplines	6. Integrate key management theories and practices	4. Demonstrate understanding of marketing and financing sports events 5. Demonstrate analytical skills to understand current issues in managing sports facilities and events, particularly in confronting difficult decision-making issues 6. Evaluate, reduce and/or eliminate	Notebook Assignment; Exams Class Participation; Notebook Assignment; Exams Notebook Assignment; Exams, Final Development Assessment

		sports event risks that can jeopardize your company and its resources	
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G. ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found under the “Student Code of Conduct” and “Policies and Procedures” sections in the Student Guidebook. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

H. UNIVERSITY NONDISCRIMINATION STATEMENT

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC’s phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

I. DISABILITY ACCOMMODATIONS SERVICES

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

J. STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from

class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

N. COURSE SCHEDULE (*subject to change with notice*)

See the following Chart of Assignments.

CLASS DATES & SCHEDULED ACTIVITIES/ASSIGNMENTS

Week #1, Monday, Jan. 6, 2020, Out of Class Assignment

- No class on Jan. 6 – instructor out of town on business trip
- Complete Attendance Verification Quiz on Canvas
- Notebook Assignment #1 – Choose a fictional (or real) sports event to manage and write a short narrative about the event. We will discuss in greater detail during Week #2.

Week #2, Monday, Jan. 13, 2020, 5:30 PM, FGCU Main Campus

- Review & Discuss Chapter 1 – *Understanding the Sports Industry, the Players and Opportunities*
- Review & Discuss Chapter 2 – *Critical Planning to Master the Game*
- Notebook Assignment #2 – Complete a S.W.O.T. Analysis
- In class workshop – S.W.O.T Analysis

Week #3, Monday, Jan. 20, 2020, Out of Class Assignment

- No class on Jan. 20 – MLK Holiday Observed
- Notebook Assignment #3 – During the week of Jan. 20, research two events that are similar to the event that you have chosen for your Notebook Assignment.

Week #4, Monday, Jan. 27, 2020, 5:30 PM, FGCU Main Campus

- Review & Discuss Chapter 3 – *Designing, Planning & Controlling Event Logistics*
- Notebook Assignment #4 – Create a Logistics Checklist for your event.

***** Week #5, Monday, Feb. 3, 2020, 5:30 PM, Hammond Stadium *****

- Fort Myers Miracle Promotional Staff Meeting - 5:30 PM. CenturyLink Sports Complex Player Academy Theater Room
- Exam #1 – Textbook chapters 1-3

Week #6, Monday, Feb. 10, 2020, 5:30 PM, FGCU Main Campus

- Review & Discuss Chapter 4 – *Providing Hospitality at Sports Events*
- Review & Discuss Chapter 7 – *Effectively Recruiting & Leveraging a Sport Celebrity*
- Notebook Assignment #5 – Present a complete Hospitality Plan for your event.

***** Week #7, WEDNESDAY, Feb. 19, 2020, 5:30 PM, Hertz Arena *****

- Florida Everblades Hockey Game – Visit different departments from 5:30 – 7:30 as they prepare for game night. Game starts at 7:30 PM and we are invited to stay for the game.

Week #8, Monday, Feb. 24, 2020, 5:30 PM, FGCU Main Campus

- Review & Discuss Chapter 5 – *Negotiations and Contracts*

Week #9, Monday, Mar. 9, 2020, 5:30 PM, FGCU Main Campus

- Review & Discuss Chapter 6 – *Risk Management: Protecting Your Investment*
- Notebook Assignment #6 – Perform a Risk Analysis for your event.

***** Week #10, Monday, Mar. 16, 2020, 5:30 PM, JetBlue Park *****

- Guest Speaker: Brennan Whitley – Coordinator of Florida Business Operations, Boston Red Sox
- JetBlue Park Stadium tour
- Exam #2 – Textbook chapters 4-6

Week #11, Monday, Mar. 23, 2020, 5:30 PM, FGCU Main Campus

- Review & Discuss Chapter 8 – *Event Marketing*
- Notebook Assignment #7 – Create a Marketing Plan for your event

Week #12, Monday, Mar. 30, 2020, 5:30 PM, FGCU Main Campus

- Review & Discuss Chapter 9 – *Financing Sports Events*
- Review & Discuss Chapter 10 – *Licensing Agreements & Merchandising*
- Notebook Assignment #8 – Prepare a Title Sponsor Proposal for your event.

Week #13, Monday, Apr. 6, 2020, 5:30 PM, FGCU Main Campus

- Review & Discuss Chapter 12 – *Sports Tourism: An Economic Catalyst for Cities*
- Exam #3 – Textbook chapters 7-10

Week #14, Monday, Apr. 13, 2020, 5:30 PM, FGCU Main Campus

- Review & Discuss Chapter 13 – *Charitable Events*
- Turn in Notebook
- Review for Final

Week #15, Monday, Apr. 20, 2020, 5:30 PM, Out of Class Assignment

- No class on Apr. 20 – instructor out of town on business trip
- Assignment will be made during semester

Week #16, Monday, Apr. 27, 2020, 5:30 PM, FGCU Main Campus

- Final Exam

* The instructor reserves the right to make changes to the schedule as deemed necessary. Any such changes shall be communicated to the class. If you must miss a class, it is YOUR responsibility to find out what you missed and whether any changes were made to the syllabus.