

Course Syllabus

Bethesda University

BETHESDA UNIVERSITY MISSION STATEMENT:

Bethesda University of California is a Christ-centered community of higher education preparing Korean/English speaking men and women with professional competence, academic excellence, and spiritual integrity to be servant leaders in the Church, community, and global society.

TEXT: THE SPORTS EVENT MANAGEMENT AND MARKETING PLAYBOOK

AUTHOR: Supovitz/Goldwater

Publisher-Wiley

Semester: Spring 2015

Professor: George Fisher, M.A.

Office: 307

E-mail address/Phone: George.Fisher@buc.edu 909-519-9811

Office Hours (Students may meet with their professor by appointment or during the following regularly scheduled office hours):

Day and Time: by appt. only

Place: campus

1. RELATIONSHIP OF COURSE TO BETHESDA UNIVERSITY'S MISSION:

While promoting academic excellence, this course equips students to reach the world for Christ as they respond favorably to the Great Commission, catalyzing them as servant leaders in the Church, community, and global society, consistent with the broader mission of Bethesda University.

2. COURSE DESCRIPTION:

This comprehensive class provides an overview of management/marketing/sponsorship development topics with a unique focus on developing the skills necessary for managing sports related events.

3. **OBJECTIVES** (STUDENT LEARNING OUTCOMES) After completing this course, students will have achieved the following:

Student Learning Outcomes	Assignments for Assessment
1) Students should be able to: Define and develop objectives, strategies and tactics for managing and marketing sport related events.	Weekly reading reports; Class interactions; Group presentations & quizzes
2) Identify how class assignments require students to identify revenue streams, solicit and select venues, understand the sports event-sponsor relationship, work with the media/broadcasters.	Class interactions, interviews and research.
3) List best practices for leading and directing a sporting event.	Group assignments; Classroom presentations
4) Identify 'internship' opportunities.	Research and interview prospective sport event Internship opportunities.

4. **COURSE MATERIALS**

1) Required text above

Quizzes: Quizzes will be weekly and will confirm the completion of all reading assignments and assess the comprehension of that which was read. They will also serve to evaluate comprehension and retention of class discussions and activities. It is essential that students stay current with all reading assignments as well as class activities.

Class project: There are no group projects.

5. **COURSE REQUIREMENTS AND TIME ESTIMATES** (at least 15 hours/credit):

Requirements	Time Estimate
Book Reviews-None	
Quizzes 14 total	25 hours
Final Presentations	25 hours
Class Participation/Interviews	15
Total Hours	65

6. **GRADING INFORMATION:**

1) Grading Scale

Letter Grade	Numerical Grade	Grade Points	Quality of Performance
A	95-100	4.0	Outstanding
A-	90-94	3.7	Excellent
B+	87-89	3.3	Good +
B	84-86	3.0	Good
B-	80-83	2.7	Good -
C+	77-79	2.3	Satisfactory +
C	74-76	2.0	Satisfactory
C-	70-73	1.7	Satisfactory -
D+	67-69	1.3	Poor
D	64-66	1.0	Very Poor
D-	60-63	0.7	Extremely Poor
F	59 or lower	0	Failure

2) **Grading Rubric**

Requirements	Percentage Range
Attendance	30 to 40
Participation	30 to 40
Book Reviews	N/A
Quizzes, Final	40 to 50
Interviews	20 to 30
Projects	N/A
Total	100 %

Test policy: Tests must be taken on the assigned dates. Except in cases of medical emergency, make-up exams are not permitted without prior approval from the instructor.

7. **INCOMPLETE POLICY:**

All course work is due on the dates assigned.

A grade of incomplete will only be awarded to students who cannot physically complete their course work by the last day of the semester due to an avoidable situation such as a serious illness. In such cases, students must provide valid evidence of their condition. After a semester has ended it is no longer possible to request an incomplete. Incompletes will not be granted simply because of poor time management. Students who assume that an incomplete will be issued because they failed to finish their course work by the end of the semester will automatically receive a grade of F.

Incompletes must first be approved by the Academic Affairs office. To apply for an incomplete, students must fill out an incomplete-grade-request form and submit it to the office by December 2, 2011. After receiving approval from the office, the student must then obtain approval from his or her instructor.

8. **ATTENDANCE POLICY:** Attendance is vital as class participation is worth 30 to 40 % of the student's grade.

9. **ACADEMIC INTEGRITY:** Plagiarism and cheating are unacceptable. Plagiarism is defined as the use of someone else’s ideas, arguments or other original material without acknowledging the source.

10. **COURSE PRAYER SUBJECTS:**

- 1) That each student would consider God’s plan for every persons welfare.
- 2) Pray that each student would recognize every person has human rights re: their health and welfare.
- 3) Pray that each student would keep their own standards high as to become an example to the people they will serve in the future.

11. **COURSE SCHEDULE:** (Schedule begins on Thursday, February 26 with open discussion)

Week	DUE DATE	Class Topic	Reading	Assignments
1	Mar. 5	Defining & Developing Objectives, Strategies & Tactics	Ch 1	Class Test and Discussion
2	Mar. 12	Identifying Costs/Revenue Streams	Ch 2 -3	“
3	Mar. 19	Soliciting & Selecting Host Cities and Venues	Ch 4	“ “ “
4	Mar. 26	The ‘Process’	Ch 5	“ “ “
5	April 2	Sponsors	Ch 6-7	“ “ “
6	April 9	Servicing the Media	Ch 8	“
7	April 16	Activating the Plan	Ch 9	“
8	April 23	The Community	Ch 10	“ “ “
9	April 30	Guest Management	CH 11	“ “ “
10	May 7	Presenting the Event	Ch 12	“ “ “
11	May	Working with	Ch 13	“ “ “

	14	Broadcasters		
12	May 21	Managing the Unexpected	Ch 14	“ “ “
13	May 28	Reviewing the Game/	Ch 15	“ “ “
14	June 4	Planning your Future	Ch 16	“
15	June 11	Final Presentation	Final	Written/Oral Presentation

George Fisher, Professor- Bethesda University