Sport Facility and Event Management

SMT 240.60

Winter 2021 | Session 2

Number of Credits: 3
Days Class Meets: Mondays & Wednesdays
Meeting Times: 4:00 pm-5:00 pm + Virtual
Location: Virtual

Instructor: Kyle Liechty
Contact Phone: 517-740-3762 (cell)
Contact Email: liechtykylel@jccmi.edu
Office Hours: https://calendly.com/k5liechty
Online: Check JetNet Daily

Course Description

This course examines the principles of facility operations and event management in the industry of sport management. This course provides students with an in-depth investigation of the unique challenges and opportunities that are routinely faced by a business, facility, or event manager in the context of events at sport and entertainment venues. This course offers an introduction to the planning, marketing, management, and evaluation of sporting and entertainment events. This course gives the student an overview of the three major components of facility management event management, risk management and facility management.

This course is intended to provide the foundation knowledge necessary for an entry level career or an upper level course preparation in Sport Management, Business, or Esport Management.

Prerequisite(s)

ENG 085 or equivalent, MAT 033 or equivalent

Sport Management Program Objectives

The program objectives met upon completing this course are:

- Analyze sport management problems and opportunities to inform decision-making.
- Exhibit professional business skills and attitudes in a sport management organizational setting or event.

Course Competencies

The Course Objectives and General Education Outcomes (GEOs) established by the JC Board of Trustees, administration, and faculty. These goals are aligned with four-year colleges and universities and reflect input from the professional communities we serve. The course objectives and GEOs guarantee students achieve goals necessary for graduation credit, transferability, and the professional skills needed. The GEOs and course objectives addressed in this class include the following:

GEO 1: Write clearly, concisely and intelligibly
GEO 6: Understand aesthetic experience and artistic creativity
GEO 7: Understand and respect the diversity and interdependence of the world's peoples and culture

Course Objectives:

1. Apply leadership and decision-making skills to the planning of a sport or entertainment event.
2. Identify career paths in sport event management.
3. Describe the procedures and guidelines for sport event: bidding, staffing, budgeting, sponsorship, day management, and marketing.
4. Analyze the significance of media promotions, public relations, and social media in the sport event industry.
5. Explain the importance of customer service, crisis, security and risk management in all types of facilities and events.

Learning Outcomes

The following learning objectives will be addressed in this course:

1. Demonstrate leadership and decision-making skills in the planning of a sport or entertainment event.
2. Demonstrate knowledge of career paths in sport event management.
3. Demonstrate knowledge of the different types of sporting events.
4. Demonstrate knowledge of the steps in the event bidding process.
5. Evaluate the factors that are considered when staffing a sporting event.
6. Evaluate a sport venue and its event management and risk management strategy.
7. Apply a media promotion or marketing strategy to a market segment for a sport or entertainment event.
8. Demonstration knowledge of the components of a sport event sponsorship.
9. Demonstrate knowledge of the different types of sport event contracts.
10. Evaluate sport event day management of staff, spectators, participants, and sponsors.

Textbook

- Greenwell, T. (2020). *Managing Sport Events.* Human Kinetics Publishers.
- Purchase through the JC Bookstore by clicking this link.

How Do I Contact the Instructor?

Send an email to Mr. Liechty and if you want a reply it is necessary to:

1. Use your Jackson College email account. This will help me know that the request came from you. I can't respond to emails that do not originate from your Jackson College email.
2. Put the course name and section in the subject line and include a few words to describe your email (example: SMT 240- Assignment #1 Question)
3. Use a greeting (example: Hi Mr. Liechty) and sign the email with your name.
4. Be sure to include a specific question and/or a message with complete information
5. Use proper business etiquette and terminology in all your email communications.
6. Respond to me when you receive the message to ensure the message was delivered and understood.
7. I will normally respond to you within 24 hours.

These are common communication practices that demonstrate good human relation skills and offer opportunities to practice new business skills.

Grading Procedure

Weekly Chat + Engagement	7 @ 5 pts each	2 @ 15 pts each	65
Try It Out Activities		4 @ 5 pts each	20
Key Term Assignments		4 @ 10 pts each	40
Event Exploration Discussions		4 @ 25 pts each	100
Test + Article Questions		4 @ 20 pts each	80
Weekly Quizzes		3 @ 20 pts each	60
Pre- + Post-Assessment Quizzes	1 @ 10 pts	1 @ 25 pts	35
Group Project		1 @ 70 pts	70
Individual Project: Drafts	2 @ 20 pts each	3 @ 30 pts each	130
Individual Project: Final		2 @ 100 pts each	200
TOTAL			800 pts

Grading Scale

GPA	Grade Range	GPA	Grade Range
4.0	93 – 100%	1.5	64 – 69.9%
3.5	88 – 92.9%	1.0	58 – 63.9%
3.0	82 – 87.9%	0.5	52 – 57.9%
2.5	76 – 81.9%		
2.0	70 – 75.9%	0.0	51.9% & lower

NOTE:

· **Class attendance and participation in class discussion is expected and absences will affect your final grade.**

· **The due dates for assignments are non-negotiable and late work will be penalized.**

· **All assignments are to be professional in appearance and typed or handwritten clearly to receive full credit.**

Course Policies

CLASSROOM BEHAVIOR: Classroom behavior that interferes with either the instructor's ability to conduct the class or the ability of students to benefit from the instruction is not acceptable. Students engaging in improper classroom behavior may have points deducted from their total points in the course, or, if the situation warrants, be referred to the college's committee on student discipline. When someone else is talking eliminate all side conversations.

ACADEMIC HONESTY AND APPEALS: Students are expected to maintain the highest standards of academic integrity. Behavior that violates these standards is not acceptable. Examples are the use of unauthorized material, communication with fellow students during an examination, attempting to benefit from the work of another student, and any other similar behavior defeats the intent of an examination or other class work.

Cheating on exams, plagiarism, improper acknowledgment of sources in essays, and the use of a single essay or paper in more than one course without permission are considered very serious offenses and shall be grounds for disciplinary action as outlined in the current General Catalog.

Academic Honesty Policy

Students are expected to maintain academic integrity and honesty in completion of all work for this class. Examples of academic dishonesty include but are not limited to:

- Receiving or providing unauthorized assistance on exams
- Using unauthorized material during an exam
- Plagiarism (using materials from sources without citation)
- Copying the work of someone else and submitting it as you own
- The first instance of academic dishonesty will result (for all parties involved) in no credit for the assignment or exam. In addition, a student will be ineligible to complete any extra credit work for this class. Subsequent episodes will result in further disciplinary action, up to and including failure of the course. All students are expected to follow Jackson College's Student Code of Conduct. If you are unfamiliar with the code, to can be found at: https://www.jccmi.edu/wp-content/uploads/StudentCodeOfConduct.pdf

JeTNet

Weekly Content (Readings, Podcasts, Videos, Blogs, or other content):
Each student is responsible for all content included in the syllabus and assigned each week. This includes podcasts, videos, assignments, and discussions.

Technology (JetNet, Electronic Content):
This course will have a JetNet site, and it is each student's responsibility to master and use the services. In addition, new electronic content will be posted on the JetNet site the day prior to the class.

If you are having difficulty connecting to the course's on-line JetNet, contact Jackson College's Office of Information Technology Help Desk.

Class Procedure

1. It is the responsibility of the student to prepare for and attend all class meeting sessions and check for online assignment submissions and information.

2. All students are required to engage in either of the weekly chat sessions on Wednesdays.

3. Every student is expected to make a positive contribution to the class by joining in the discussions, asking questions or offering pertinent opinions on the subject matter being discussed.

4. When another student or the instructor is presenting or responding to a discussion question be courteous by listening. (please mute your computer to eliminate background noise).

Paper Format (Individual Project, Key Term Assignments, and Text/Article Questions):

Papers must be typed, use 12-point Calibri font, and be double-spaced with 1-inch margins all around. (To set margins in Word: From the File menu, choose Page Setup. On the Margins tab, change each margin (top, bottom, left, and right) to 1".) Pages must be numbered. All sources must be formally cited using APA conventions. Guidelines for using APA are accessible by visiting OWL at Purdue. Grades will be determined largely on content and critical analysis, but spelling, grammar, and conventions will also be considered.

Course Components

Weekly Chat + Engagement	7 total @ 5 pts each 2 @ 15 pts each	65 points total 8.12% of your final grade

Each week, students are expected to participate in video conversations on Monday at 4:00 pm, group chat rooms on Wednesday at 10:00 am + 9:00 pm at and engage actively in course conversation. Being virtual, it is critical to engage in digital ways with classmates, so bring questions and be prepared to engage in discussion.

In addition, each student is responsible for scheduling a time to connect with Mr. Liechty for a personal meeting with Mr. Liechty between 1) weeks 2-4 and 2) weeks 5-7 in the course. Click this link to schedule a 30-minute discussion during desired weeks: https://calendly.com/k5liechty
Due: Weekly Engagement Summaries due Sunday at 11:55 pm EST the week of the module.

Try It Out Activities	4 total @ 5 pts each	20 points total 2.5% of your final grade

These are quick activities to test your knowledge of the content covered through fill-in-the blank, ranking, and other forums.
Due: Sunday at 11:55 pm EST the week of the assignment module.

Key Term Assignments	4 total @ 10 pts each	40 points total 5.00% of your final grade

Identify and define key terminologies presented in the course. Examples should be relatable to the event management and / or facility sectors within Sport Management.
Due: Sunday at 11:55 pm EST the week of the assignment module.

Event Exploration Discussions	4 total @ 25 pts each	100 points total 12.50% of your final grade

In each module, you will examine concepts relevant to roles and responsibilities within facility and event management. These assignments will present a topic/industry of focus and you will have to do some online reading to find information to support your claim *and/or* respond to the questions presented.
Due: Sunday at 11:55 pm EST the week of the assignment module.

Text + Article Questions	4 total @ 20 pts each	80 points total 10.00% of your final grade

In each module, students will have to answer 4 questions stemming from readings in the text, posted articles, videos, and other relevant resources. Each question will require reflection and analysis with the expectation of responses being 3-6 sentences in length.
Due: Sunday at 11:55 pm EST the week of the assignment module.

Quizzes + Tests	3 total @ 20 pts each Pre-Test @ 10 + Post-Test @ 25	95 points total 11.88% of your final grade

There will be a pre- and post-assessment about the SMT 240 course overall.   These assessments will be counted as quizzes and will test the students' initial understanding of information discussed in SMT 240 class as well as what the student learned upon completion of the course. There is also a quiz at the end of each module, *other than Module 1*.
Due: Sunday at 11:55 pm EST the week of the assignment module.

Group Project	1 @ 70 pts	70 points total 8.75% of your final grade

Each student will have to identify a partner / team member to collaborate with during this group-based exploration project. Over the course of the semester, the team will perform a high-level audit and review on facility utilization of a Jackson College event venue. Students will look at current functionality and propose additional uses (and revenues) for the space, while working together throughout the duration of the course.
Due: Friday, May 7 at 11:55 pm.

Individual Project + Presentation	Part I + Part V @ 20 pts each Part II, III, IV @ 30 pts each Final Report @ 100 pts Final Presentation @ 100 pts	330 points total 41.25% of your final grade

In each module, students will be working toward their final project report and presentation through submissions of content and research. Each student will be challenged to bring a new sporting event to the Jackson community in the project, requiring stages planning that runs parallel with the weekly readings. The 5 parts will consist of: I) An event proposal, II) Event Conceptualization, III) Event Sponsorship + Marketing, IV) Event Budgeting, and V) Event Evaluation. The final project will be compiled into a formal report *and* presentation.
Due: Friday, May 7 at 11:55 pm.

Course Calendar

WEEK	DATE	TOPIC(S) + READINGS	ASSIGNMENTS
1	*begins* 3/15/21	**Module 1** Identify career paths in sport event management. **Readings** Chapter 1: Understanding the Sport Event Industry Chapter 2: Event Conceptualization	*Due 3/19/21* Pre-Assessment Quiz *Due 3/24/21** Individual Project: Part I Event Exploration Discussions (Module 1) Text + Article Questions (Module 1) Key Term Assignment (Module 1) Try-It-Out Activity (Module 1) Weekly Engagement
2	*begins* 3/22/21	**Module 2 | Week 1** Describe the procedures and guidelines for sport event: bidding, staffing, budgeting, sponsorship, day management, and marketing. **Readings** Chapter 3: Event Bidding Chapter 4: Event Staffing	*Due 3/28/21* Individual Project: Part II Weekly Engagement
3	*begins* 3/29/21	**Module 2 | Week 2** Describe the procedures and guidelines for sport event: bidding, staffing, budgeting, sponsorship, day management, and marketing. **Readings** Chapter 5: Event Budgeting Chapter 6: Event Sponsorship	*Due 4/4/21* Event Exploration Discussions (Module 2) Text + Article Questions (Module 2) Key Term Assignment (Module 2) Try-It-Out Activity (Module 2) Quiz (Module 1+2) Weekly Engagement

4	begins 4/5/21	**Module 3** Analyze the significance of media promotions, public relations, and social media in the sport event industry. **Readings** Chapter 7: Event Marketing Chapter 8: Media Promotion and Relation Chapter 9: Contract Considerations	*Due 4/11/21* Individual Project: Part III Weekly Engagement
5	begins 4/12/21	**Module 4** Explain the importance of customer service, crisis, security and risk management in all types of facilities and events. **Readings** Chapter 10: Risk Management and Negligence Chapter 11: Event Services and Logistics	*Due 4/18/21* Event Exploration Discussions (Module 3) Text + Article Questions (Module 3) Key Term Assignment (Module 3) Try-It-Out Activity (Module 3) Quiz (Module 3) Weekly Engagement
6	begins 4/19/21	**Module 5** Apply leadership and decision-making skills to the planning of a sport or entertainment event. **Readings** Chapter 2: Event Conceptualization Chapter 12: Event-Day Management Chapter 13: Post-Event Details and Evaluation	*Due 4/25/21* Individual Project: Part IV Weekly Engagement
7	begins 4/26/21	Project Review	*Due 5/2/21* Individual Project: Part V Event Exploration Discussions (Module 4+5) Text + Article Questions (Module 4+5) Key Term Assignment (Module 4+5) Try-It-Out Activity (Module 4+5) Quiz (Module 4+5)

			Weekly Engagement
8	*begins* 5/3/21	**The Final Week**	*Due 5/7/21* Group Project Individual Project Report Individual Project Presentation Post-Assessment Quiz

Disclaimer: The Instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course.

Attendance Policy

Your participation and attendance are expected weekly. Attendance is counted by your participation and signing in to JetNet weekly big blue button session and/or Weekly Chat. Your success will depend upon the time you spend in class. JC administration and the federal government require faculty to file attendance regularly. ***Attendance will be taken during each week. It is expected that each student attends every class session. If you are absent the first week of the class, you may be dropped. If you are absent for three (3) consecutive class sessions, you may be dropped from the course.***

This syllabus may be amended at any point during the semester. Changes to it will be announced in class and students will be responsible for adhering to those changes. Your grade will be based on the points you earn on exams, quizzes, assignments, projects, presentations, and participation. The grade points assigned are estimates and subject to modification. Exact due dates for assignments, tests, exams, etc. will be announced in class and are included on the Assignment Calendar located at the end of this document.

Final Notes

1. If you are absent from class you are still responsible for all information presented and for turning in, on time, any assignments that are due. It is a good idea to set up one or two "support" class mates to contact for questions and missed information.

2. In the event of a dispute, both students and faculty should follow the JC Conflict Resolution Policy. This policy is in the Student Handbook.

3. Withdrawals from the class must be made prior to the date posted in the current schedule of course offerings. Students who stop attending class without completing and filing a withdrawal form will receive a grade of 0.0.

4. To change from Credit to Audit or Audit to Credit, your request must be completed before the end of the ADD/DROP period for the class.

5. Incomplete grades will generally not be issued. Unscheduled surgery, or similar circumstances, are really the only reasons for requesting an incomplete course grade.

6. <u>CENTER FOR STUDENT SUCCESS</u> offers free tutoring and additional services for academic success

7. Students requiring special assistance, including those affected by the Americans with Disability Act should contact the Center for Student Success. This is the first step in acquiring supportive accommodations to help you with your courses.

Sport Facility and Event Management

SMT 240.60

Winter 2021 | Session 2

Rubric for Online Assignments: Weekly Chat

Each week, students are expected to participate in a variety of ways, ranging from video conversations on Monday at 4:00 pm and group chat rooms on Wednesday at 10:00 am *and* at 9:00 pm to offer additional conversational forums in the course. Being virtual, it is critical to engage in digital ways with classmates, so bring questions and be prepared to engage in discussion.

In addition, each student is responsible for scheduling a time to connect with Mr. Liechty for a personal meeting with Mr. Liechty between 1) weeks 2-4 and 2) weeks 5-7 in the course. Click this link to schedule a 30-minute discussion during desired weeks: https://calendly.com/k5liechty

Engagements will be tracked weekly Monday through Sunday (11:55 PM EST).

Each weekly chat / participation score will be a potential of 5 points.
Each meeting with Kyle Liechty (in the format presented above) will be a potential of 15 points.

Chats will account for approximately 8.67% of your final grade

Below are examples of ways to receive participation points throughout the week:

Participation in the Monday meeting on Big Blue Button	4 points
Participation in either Wednesday chat session in JetNet	2 points
Thought-provoking engagement on a classmate's discussion post	1 points (each)
Participation in the weekly poll	1 point
Signing into the course at least 1 time during the week	1 point
Communicating with Kyle via email regarding questions and/or course content	1 point

Sport Facility and Event Management

SMT 240.60

Winter 2021 | Session 2

Rubric for Key Term Assignments

In each chapter, you will be assigned to elaborate on 4 signature concepts or terms that play a pivotal role in event and facility management. Read the definition of term that's given in the textbook (or look it up), then write 1) the definition in relevance (1-2 sentences) *and* a relevant example (2-4 sentences) showing your understanding of the terminology in relevance to sport management in your own words. These are words that may not be outlined in bold letters, but they stand out to you.

Focus on delivering a quality response over quantity of words and sentences to provide a stance or reflection. When referencing readings, articles, videos, and support materials, you will need to appropriately site the sources in the APA style.

Text Assignments will be due on Sunday (11:55 PM EST).

Text Assignments will account for approximately 5.33% of your final grade

Below are the expectations and grading model for each assignment:

	Meets few or none of the requirements	*Meets all requirements*	*Exceeds Requirements*
Timeliness of the Original Post	0		1
Quality of Definition(s)	0	2	4
Quality of Example(s)	0	2	4
Spelling, Grammar, and Citing of Materials	0		1

Sport Facility and Event Management

SMT 240.60

Winter 2021 | Session 2

Rubric for Text + Article Questions

In each module, students will have to answer 4 questions stemming from readings in the text, posted articles, videos, and other relevant resources. Each question will require reflection and analysis with the expectation of responses being 3-6 sentences in length. Focus on delivering a quality response over quantity of words and sentences to provide a stance or reflection. When referencing readings, articles, videos, and support materials, you will need to appropriately site the sources in the APA style.

Discussion posts will be due on Sunday (11:55 PM EST).

Discussion and Forums will account for approximately 10.67% of your final grade

Below are the expectations and grading model for each assignment:

	Meets few or none of the requirements	Meets all requirements	Exceeds Requirements
Timeliness of the Original Post	0		2
Reflection of Question One	0	2	4
Reflection of Question Two	0	2	4
Reflection of Question Three	0	2	4
Reflection of Question Four	0	2	4
Spelling, Grammar, and Citing of Materials	0	1	2

Sport Facility and Event Management

SMT 240.60

Winter 2021 | Session 2

Rubric for Event Exploration Discussions

In each module, you will examine concepts relevant to roles and responsibilities within facility and event management. These assignments will present a topic/industry of focus and will **require** students to do some online reading to find information to support your claim *and/or* respond to the questions presented. In many instances, it is *essential* that you find support information to validate your responses, whether it is a website, video, article, or additional source of information, compared to answering with your opinion. Throughout the semester, students are expected to be prepared to discuss issues relevant to the course and to participate in discussion and other exercises. *Engagement* points can be earned by participating in the discussion

Focus on delivering a quality response over quantity of words and sentences to provide a stance or reflection. When referencing readings, articles, videos, and support materials, you will need to appropriately site the sources in the APA style.

Text Assignments will be due on the Sunday identified on the Syllabus (11:55 PM EST).

Text Assignments will account for approximately 13.33% of your final grade

Below are the expectations and grading model for each assignment:

	Meets few or none of the requirements	*Meets all requirements*	*Exceeds Requirements*
Timeliness of the Original Post	0		2
Response to Question 1	0	2	4
Response to Question 2	0	2	4
Response to Question 3	0	2	4
Use of an Article, Website, Source in Your Response	0	2	4
Spelling, Grammar, and Citing of Materials	0	1	2

Sport Facility and Event Management

SMT 240.60

Winter 2021 | Session 2

Rubric for the Group Project

Over the course of the semester, students will be exposed to foundational areas of event and facility management in sports and entertainment. In addition to the Individual Project on establishing an event, students will partner up with a fellow classmate and perform and audit / review on facility utilization as an event venue:

1) Jackson College's Victor Cuiss Fieldhouse
2) Jackson College's Harold Sheffer Music Hall
3) Jackson College's Robert Snyder Dining Commons
4) Jackson College's Jets Hanger

Focus on delivering a quality response over quantity of words and sentences to provide a stance or reflection. When referencing readings, articles, videos, and support materials, you will need to appropriately site the sources in the APA style.

The Individual Project fulfills **GEO1, 6 and 7** requirement for JC Sport Management Program and applies to the following course objectives:
- Write clearly, concisely and intelligibly
- Understand aesthetic experience and artistic creativity
- Understand and respect the diversity and interdependence of the world's peoples and culture

The Group Project will be due on Friday, May 7 (11:55 PM EST).
The Group Project should be around 3-5 pages in total, double-spaced with 1" margins written in 12 pt Calibri font.
The Group Project will account for approximately 8.75% of your final grade.

Below are the expectations and grading model for each section:

Part 1: **Venue Overview**

- Select a venue (one of the 4 above) and present information
- Provide an overview of the space, aesthetics, resources, etc.
- Share information on rental rates / fees if applicable

Part 2: **Primary Functionality / Use**

- Highlight examples of the common users and clients of the venue
- While *some* of these uses may be easy to find, you will need to do some digging to see the greater spectrum of utilization

Part 3: **Proposed Functionality / Use** *(NOTE: This should be the main section)*

- Introduce some alternative and/or new uses for the space (esport competitions, youth sport tournaments, battle of the band competitions, TEDx events, concerts, weddings, proms, etc.)
- Provide a range of examples *and* highlight the feasibility of each
- Who would he target audience be for additional engagements (i.e., current students, youth, donors, etc.)?
- For each of the new functional activities, what would the *profits* or *expenses* look like for the College?

Part 4: **Graphics / Images / Visual Aids**

- Share photos, images, visual aids, etc. *within the text* of the previous sections to compliment the report
- Are their floor plans / blueprints? Are there images highlighting the event space?

Part 5: **Conclusion**

- Provide a summary of the item presented in the report

	Meets few or none of the requirements	Meets all requirements	Exceeds Requirements
Timeliness of the Submission	0		2
Venue Overview	0	4	8
Primary Functionality / Use	0	5	10
Proposed Functionality / Use	0	6	12
Conclusion	0	4	8
Use of Images, Charts, or Graphics	0	4	8
Teammate Evaluation	0	5	10
Professional Quality of the Presentation	0	5	8
Spelling, Grammar, and Citing of Materials	0		4

Sport Facility and Event Management

SMT 240.60

Winter 2021 | Session 2

Rubric for the Individual Project

Students will assemble an **Event Proposal** to bring an event to the Jackson, Hillsdale, or Lenawee community during the summer or fall of 2022. In the proposal, students will be required to develop a pitch and explanation about the vision and desired impact, provide details on the conceptualization of the event, identify key sponsors and marketing medias that would resonate in the Tri-County Area (Jackson, Hillsdale, and Lenawee), draft a budget of anticipated expenses / revenues / profits, and provide an assessment of the community impact that will stem from the event. The event will be written in a tense as if it were being submitted to the City Council for approval by Friday, May 7.

Using **section headers** or **subtitles** will help the council better understand the report layout / content. Do not write this as straight paragraphs without identification above, as it would not realistically be drafted as a novel, When referencing readings, articles, videos, and support materials, you will need to appropriately site the sources in the APA style.

The Individual Project fulfills **GEO1, 6 and 7** requirement for JC Sport Management Program and applies to the following course objectives:

- Write clearly, concisely and intelligibly
- Understand aesthetic experience and artistic creativity
- Understand and respect the diversity and interdependence of the world's peoples and culture

Each week, students will be working toward the completion of their individual project by submitting a section through the *Rough Draft Submission* on JetNet.

Weekly rough draft posts will be due on the Sunday identified within the Module (11:55 PM EST), *other than* the first week.
The rough drafts (5 total) account for 17.33% of your final grade.

The final individual project and associated presentation will be due on Friday, May 7 (11:55 PM EST).
The final project *should* be around 10-12 pages in total, double-spaced with 1" margins written in 12 pt Calibri font.
The final individual project and presentation each account for 26.67% of your final grade

The format of the written paper will be as follows:

Part 1: **The Event Pitch** (due Wednesday, March 24)

- Identify an event to bring to the Jackson, Hillsdale, and/or Lenawee community.
- Does it exist elsewhere? Who is the target audience? Where is the desired venue? Etc.
- Who will benefit from the event (in terms of the attendees *and* financial impact)?

Part 2: **Event Conceptualization** (due Sunday, March 28)
Note: This will be a substantial and may have multiple sections within. The use of section headers may be a good idea. . .

- Begin to layout the overall construct of the event and elaborate on the information in the pitch/bid.
- What is the timeline, location, and venue of the event?
- Who are the key partners in the Jackson, Hillsdale, and/or Lenawee community(ies) that you will collaborate with to bring it to fruition?
- What comparable events exist as reference *and* as competition?
  - Present a SWOT Analysis (if not in the draft, by the Final Report to evaluate **Internal** Strengths + Weaknesses and **External** Threats + Opportunities of the event)
- Further define the target audience locally *and* those who may travel to participate

Part 3: **Event Sponsorship + Marketing + Staffing** (due Sunday, April 11)
Note: This will be a substantial and may have multiple sections within. The use of section headers may be a good idea. . .

- Identify and elaborate on community collaboration for the event.
- Who are the sponsors (and at what financial levels?)? What levels / range of sponsorships are needed to host the event?
- What media will you use to reach out to participants, sponsors, etc.?
- With a potentially restrictive budget, how will you use social media vs. traditional marketing medias?
- Will event staff be paid or comprised of volunteers? How many people are needed to put this on?

Part 4: **Event Budgeting** (due Sunday, April 25)

- Piece everything together by establishing a clear budget in a table, looking into a complete overview of expenses of the event team and community (contracted security, philanthropic contributions, licenses, rental equipment (portable toilets, bleachers, etc.) and revenues (sponsorships, team fees, etc.).
- Provide a financial overview in addition to a budget table to explain the flow of money.
- What is the profit margin? Provide a comparison based on 3 projections (i.e., what if 50 people attended vs. 150 vs. 500 (use realistic figures based on the type of event that you are hosting)).

Step 5: **Event Evaluation** (due Sunday, May 2)

- Summarize the event by running through the major points of impact from the Event Proposal.
- Refer back to elements of the pitch and end with a strong, favorable tone that will resonate with the City Council

Step 6: **Present Results** (due Friday, May 7)

- Present your research paper and use a visual aid (PowerPoint, Prezi, pictures, graphs, etc) during their presentation.
- The presentation will be recorded and posted in a video format showcasing the visual aid with the student.
- The final clip should be a concise, engaging presentation of facts 5-7 minutes in length.

Weekly Rough Drafts – Part I & V

	Meets few or none of the requirements	Meets all requirements	Exceeds Requirements
Timeliness of the Submission	0		2
Content + Support of the Main Idea	0	6	12
Spelling + Grammar + Tone	0	2	4
Citing of Materials	0		2

Weekly Rough Drafts – Part II, III & IV

	Meets few or none of the requirements	Meets all requirements	Exceeds Requirements
Timeliness of the Submission	0		2
Content + Support of the Main Idea	0	6	10
Use of Images, Tables, and/or Charts	0	3	6
Realistic Projections (event size, budget values, scale, community impact, sponsors, etc.)	0	3	6
Spelling + Grammar + Tone	0	2	4
Citing of Materials	0		2

Individual Project – Written Paper

	Meets few or none of the requirements	Meets some of the requirements	Meets all requirements	Exceeds Requirements
Timeliness of the Submission	0		5	
Introduction / Event Pitch	0	3	7	10
Content Supporting the Main Idea	0	8	17	25
Realistic Projections (event size, budget values, scale, community impact, sponsors, etc.)	0	6	14	20
Conclusion / Evaluation	0	4	7	10
Use of Images, Tables, and/or Charts	0	3	7	10
Support Article(s) + Resources	0	2.5		5
Organization + Style	0	2.5		5
Spelling + Grammar + Tone	0	2.5		5
Citing of Materials	0	2.5		5

Individual Project – Presentation

	Meets few or none of the requirements	Meets some of the requirements	Meets all requirements	Exceeds Requirements
Timeliness of the Submission	0		5	
Length (5-7 minutes)	0		5	
Originality	0	5	10	15
Organization of Presentation	0	5	10	15
Relatability to the Written Paper	0	10	15	20
Use of Visual Aids	0	10	15	20
Voice	0	5	10	15
Spelling, Grammar, and Citing of Materials	0	3		5