



Sport Facility and Event Management

SMT 240.60

Winter 2022 | Session 2

Number of Credits: 3

Weekly Meeting: Mondays, 8:00-9:00 pm

Weekly Chat: Wednesdays, 4:00-5:00 pm

Location: Virtual

Instructor: Kyle Liechty

Contact Phone: 517-740-3762 (cell)

Contact Email: liechtykylel@jccmi.edu

Office Hours: reach out to chat!

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. Demonstrate 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
Weekly Poll		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, it 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 1 @ 30 pts each	65 points total 8.12% of your final grade
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Each week, students are expected to participate in video conversations on Monday at 8:00 pm, group chat rooms on Thursday at 4:00 pm-5:00 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 to discuss your project(s), class progression, or career plans. Email Kyle early in the semester to propose days / times that work to connect.

Due: Weekly Engagement Summaries due Sunday at 11:55 pm EST the week of the module.

Weekly Poll	4 total @ 5 pts each	20 points total 2.5% of your final grade
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This is a quick poll to get the pulse of student mindset in the class throughout the semester.

Due: The following Wednesday of the week assigned at 11:55 pm EST.

Key Term Assignments	4 total @ 10 pts each	40 points total 5.00% of your final grade
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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: The following Wednesday of the week assigned at 11:55 pm EST.

**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: The following Wednesday of the week assigned at 11:55 pm EST.

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: The following Wednesday of the week assigned at 11:55 pm EST.

Quizzes + Tests3 total @ 20 pts each
Pre-Test @ 10 + Post-Test @ 2595 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: The following Wednesday of the week assigned at 11:55 pm EST.

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: Saturday, April 30 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 pts330 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: Saturday, April 30 at 11:55 pm.

Course Calendar

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

WEEK	DATE	TOPIC(S)	READINGS	ASSIGNMENTS/ TEST/COMMENTS
1	3/14/22	Introduction, Course Overview Module 1 Identify career paths in sport event management.	Chapter 1 Understanding the Sport Event Industry Chapter 2 Event Conceptualization	Individual Project: Part I (Module 1) Event Exploration Discussions (Module 1) Text + Article Questions (Module 1) Key Term Assignment (Module 1) Weekly Poll + Engagement
		Item Due on Sun., 3/20: Pre-Assessment Quiz - Weekly Engagement - Weekly Poll Items Due on Wed., 3/23: Module 1 Assignments: Individual Project - Event Exploration Discussions – Text + Article Questions - Key Term Assignments		
2	3/21/22	Module 2 Week 1 Describe the procedures and guidelines for sport event: bidding, staffing, budgeting, sponsorship, day management, and marketing.	Chapter 3 Event Bidding Chapter 4 Event Budgeting	Note: The Weekly Meeting /Chat will be pre-recorded on 3/21; no live session Individual Project: Part II (Module 2) Weekly Engagement
		Items Due on 3/30: Individual Project: Part II - Weekly Engagement		
3	3/28/22	Module 2 Week 2 Describe the procedures and guidelines for sport event: bidding, staffing, budgeting, sponsorship, day management, and marketing.	Chapter 5 Event Sponsorship Chapter 6 Event Marketing	Event Exploration Discussions (Module 2) Text + Article Questions (Module 2) Key Term Assignment (Module 2) Quiz (Module 1+2) Weekly Poll + Engagement
		Items Due on Wed., 4/6: Module 2 Assignments: Event Exploration Discussions – Text + Article Questions - Key Term Assignments – Quiz (Module 1+2) - Weekly Poll – Weekly Engagement		

4	4/4/22	Module 3 Analyze the significance of media promotions, public relations, and social media in the sport event industry.	Chapter 7 Media Relations and Promotion Chapter 8 Contract Considerations Chapter 9 Risk Management and Negligence	Individual Project: Part III (Module 3) Event Exploration Discussions (Module 3) Text + Article Questions (Module 3) Key Term Assignment (Module 3) Quiz (Module 3) Weekly Poll + Engagement
		Items Due on Wed., 4/13: Module 3 Assignments: Individual Project: Part III - Event Exploration Discussions – Text + Article Questions - Key Term Assignments – Quiz (Module 3) - Weekly Poll – Weekly Engagement		
5	4/11/22	Module 4 Explain the importance of customer service, crisis, security and risk management in all types of facilities and events.	Chapter 10 Event Staffing Chapter 11 Event Services and Logistics	Individual Project: Part IV (Module 4) Weekly Poll + Weekly Engagement
		Items Due on 4/20: Individual Project: Part IV – Weekly Poll - Weekly Engagement		
6	4/18/22	Module 5 Apply leadership and decision-making skills to the planning of a sport or entertainment event.	Chapter 12 Event-Day Management Chapter 13 Post-Event Details and Evaluation +Chapter 2 (refresher)	Individual Project: Part V (Module 5) Event Exploration Discussions (M. 4+5) Text + Article Questions (Module 4+5) Key Term Assignment (Module 4+5) Quiz (Module 4+5) Weekly Poll + Engagement
		Items Due on Sun., 4/24: Individual Project: Part V Items Due on Wed., 4/27: Module 5 Assignments: Event Exploration Discussions (Module 4+5) – Text + Article Questions (Module 4+5) - Key Term Assignments (Module 4+5) – Quiz (Module 4+5) - Weekly Poll – Weekly Engagement		
7	4/25/22	Items Due on Sat., 4/30: Group Project Individual Project Report Individual Project Presentation Post-Assessment Quiz		

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. CENTER FOR STUDENT SUCCESS 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.