

General Course Information

Instructor:	Scott McRoberts
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<i>Office Location</i>	Mitchell Building #218
<i>Office Hours</i>	TBD
<i>Department/School</i>	Gordon S Lang School of Business and Economics - MCKN 223
<i>Teaching Assistant</i>	Curtis Knight Cknight02@uoguelph.ca
<i>Teaching Assistant</i>	Lance Warwick lwarwick@uoguelph.ca
Class Schedule:	Tuesdays 7:00 pm – 9:45 pm
Pre-requisites:	2.0 credits including (MGMT*1000 or MGMT*2150)
Classroom:	MacKinnon (MCKN) 029

Course Description

The Business of Sport and Event Tourism Management involves the selection, planning and execution of specific events as well as a look at the sport tourism industry. This course will provide an overview of all these areas and how the integration of the business of sport, Olympics and keys to major events are key to the billion-dollar industry. A look at the size of the multi-billion-dollar sport industry and how sponsorship and event management play a large role will be evident. Drawing from relevant business and leadership theories applied to sport management, the course will incorporate practical case studies, along with critical thinking assignments. Guest speaker from the sports industry will provide their unique experiences to facilitate learning, discussion and debates. On a broader level, the course will help develop your capacity for observation, critical thought and discussion about the hospitality-built environment.

Course Learning Outcomes

Upon successfully completing this course, you will be able to:

Knowledge and Understanding:

1. To advance understanding in all facets in the sport and event tourism industry
2. To teach students the link between the business of sport, event and tourism
3. To identify major components that go in to the event bid and execution process
4. To introduce students to the industry and its financial implications

Discipline/Professional and Transferable Skills:

5. Apply the concepts of assessing a sporting event and its effectiveness
6. Understand the various elements in the event management process and apply to the management and operations of an actual event.
7. Ability to “pitch” a sponsorship or event management proposal to an audience from a business context

Attitudes and Values

8. Demonstrate a critical understanding of the landscape and elements of the business of sport and its major impact on the tourism industry, development, management of major events.

Summary of Course Content and Materials

1. Individual Paper (40%)

- Topic Overview: Students are required to write a research paper addressing the event and sponsorship management industry relating back to the relative field of course discussion. The term paper should critically assess the issue and conclude with a personal commentary and recommendations. More specific details in a separate term paper handout will be available at the start of the semester.

Paper Requirements:

- a. 8-10 pages (minimum/maximum), excluding title page, references and appendices. 12-point font double spaces Times New Roman or Calibri.
 - b. At least eight (8) quality references (from a variety of sources), including a minimum of three (4) from peer-reviewed academic sources.
 - c. APA (American Psychological Association) referencing and formatting (including title page with student number, seminar leader and number, and date).
 - d. All written assignments must be submitted via courselink drop box before 7pm and hard copy to the professor at the beginning of the class period on the day the assignment is due.
- Date: Written Assignment – **March 10, 2020**
 - Location – In Class and via drop box

2. Midterm Exam (25% Total)

- Students will be required to write one mid-term exam. Knowledge of course materials including lecture notes, reading, case studies, videos and guest speakers will provide the focus for these exams. The format of the exam will be multiple choice, short answers and a case study.
- **Date: Mid Term #1 – February 11, 2020**
- **Location – In Class**

3. Final Exams (35%)

- The final exam will be comprehensive in that it will test the student's knowledge of course materials including lecture notes, readings, and guest speaker materials. Only material past Week 8 will be considered for the final.
- **Exam Date: TBD by Registrar**
- **Location: TBD by Registrar**

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	40%	Written Assignment	LO 1 – 3	<i>March 10th, 2020</i>
Assessment 2:	25%	Mid-term Exam	LO 1	<i>February 11th, 2020</i>
Assessment 3:	35%	Final Exam	LO 1-5	<i>TBD</i>
Total	100%			

Teaching and Learning Practices

Lectures Weekly class meeting will be a mixture of case studies, guest speakers, mini presentations, stock portfolio analysis, group projects, individual problem solving

Course Resources

Required Text: Note: This course does not use a specific textbook, but will include a weekly reading posted by the instructor

Recommended Text: TBA

Journal of Sport Management	Sport Management Review
European Sport Management Quarterly	Athletic Administration
Journal of Business Strategy	International Sports Journal
Journal of Applied Psychology	Business Quarterly
Group and Organizational Studies	Administrative Science Quarterly
Academy of Management Review	Journal of Management
California Management Review	Journal of Management Studies
Canadian Business Review	Harvard Business Review
Human Resource Management	The Journal of Management Development
Academy of Management Journal	Recreational Sports Journal
Journal of Intercollegiate Athletics	Sport Management Education Journal

Other Resources: Various readings will be posted on Courselink site.

Tentative Course Calendar - (Topics and Reading Schedule):

Note that this schedule is subject to change at the discretion of the Instructor.

DATE	LECTURE TOPIC
WEEK 1 Jan 7 th , 2020	Welcome / Introduction <ul style="list-style-type: none"> • Who's your instructor • Review of syllabus • What is sport management and current trends • Unique Characteristics of how these policies can shape the future
WEEK 2 Jan 14, 2020	Economic Impact of Sport <ul style="list-style-type: none"> • Defining Sport Tourism • Scope of Sport Sponsorship in the Canadian/global landscape • Stakeholders in the industry
WEEK 3 Jan 21, 2020	Tourism Development as a Process for Urbanization or Development <ul style="list-style-type: none"> • New Builds • San Francisco 49ers/San Diego Chargers/Golden State Warriors • A look at the Sky Dome
WEEK 4 Jan 28, 2020	Sport Tourism <ul style="list-style-type: none"> • The "Tri-Sector" of Sport Tourism (public, not-for-profit, commercial) • Scale of events • Sport Tourism Landscape in Canada • Sport Tourism Strategies • Events Rights Holders • How to acquire events
Week 5 Feb 4, 2020	Major Games and Bidding <ul style="list-style-type: none"> • Phases of the bid process • Elements of a bid submission • Mid Term Review

	<ul style="list-style-type: none"> • Guest Lecture – Dan MacKenzie
WEEK 6 Feb 11, 2020	Mid Term Exam (weeks 1-5)
WEEK 7 Feb 18, 2020	READING WEEK – NO CLASSES
WEEK 8 Feb 25, 2020	Event Planning and Management <ul style="list-style-type: none"> • Fundamentals of Event Planning and Management • 2020 Guelph Masters Games • 2021 Canada Summer Games
WEEK 9 March 3, 2020	Risk Management within Sport <ul style="list-style-type: none"> • What is Risk Management? • Why is Risk Management Important? • Have the Risk Management Conversation? • The Risk Management Process • Reasons to create a Risk Management Legacy
WEEK 10 March 10, 2020	Major sporting events and measuring its legacy <ul style="list-style-type: none"> • An evaluation of legacy's from major international games • Do legacies of major games achieve their desired long-term impact for sport and health • Super Bowl • Costs to hosts vs long term benefit • "Leveraging" as a theoretical concept • What impact do non- "Mega" events have on the community? Guest Lecture – Norm O'Reilly (TBD) <i>Term Paper Due Beginning of Class</i>
WEEK 11 March 17, 2020	Introduction to sport sponsorship <ul style="list-style-type: none"> • Sponsorship as a marketing tool...Sponsorship-linked marketing • Sponsorship Valuation • Sponsorship Sales Process
WEEK 12 March 24 2019	<ul style="list-style-type: none"> • Guest Lecture – Anthony Attard (TBD) OR LEADERSHIP IN SPORT (Slides added in folder)
WEEK 13 March 31, 2019	Sport sponsorship continued <ul style="list-style-type: none"> • Sponsorship Contracts • Sponsorship Fulfilment • Activation

	<ul style="list-style-type: none"> • Reporting
Week 14 April 3, 2020	Globalization In Sport Management (Slides Added in Folder) OR Sport marketing and media <ul style="list-style-type: none"> • Introduction to sport marketing...now vs. then • Role of digital media • Relationship marketing...supporters not consumers • Technology in sport and its relation to consumption • Public relations, CRM & CSR • Broadcast/media rights in the sport industry • Strategic Sport Marketing Insight and Development Last day to drop the Winter 2020 semester
Final Exam	TBD

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations

regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

Mid-term Exam

The mid-term exam will be held during scheduled class time. The exam will consist of multiple choice and short answer questions based on the assigned readings and class content.

Final Exam

The final examination will consist of short-answer and multiple choice questions covering the course material following week 5: all assigned readings, lectures, and guest speakers. . It is important that you attend all lectures and participate in and take advantage of all the learning opportunities associated with this course.

Course Policy regarding use of electronic devices and recording of lectures

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

Laptops and other electronic devices. The use of personal electronic devices in a constrained environment such as the lecture hall is intrusive and disturbing to others in the group. While you are permitted to use computers in the class, please do so only for note-taking purposes. The use of computers in class for playing games, web-surfing, or for social networking, or the use of cell-phones will not be tolerated and you will be asked to leave the class if you are caught doing so. This is in attempt to maintain a focused learning environment, and of course good-practice for when you enter the work force.

Please note: cell-phones, computers and other electronic devices will not be allowed in any examination rooms. Any student caught using such a device in the exam room (without express prior written consent from the instructor) will be referred to the Associate Dean (Academic) for academic misconduct.

Late Assignments/Missed Exams:

All assignments must be handed in on the due date. If assignments are handed in late, a 4% of the total grade for the assignment will be deducted for every day they are late (including the weekend). No extensions without late penalty will be offered and no exceptions will be made. You must make arrangements with the instructor on how to submit the assignment if you are submitting the assignment late. Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may submit a request for special consideration. Provided that notification and documentation are provided in a timely manner, and that the request is subsequently approved, no academic penalty will be applied. In such cases, students must notify the instructor on the date of the missed test (or due date in the case of course work) and submit supporting documentation (e.g. a medical certificate) to the Instructor within one week of the originally scheduled test or due date. Students who do not provide

or the instructor with appropriate or sufficient supporting documentation will be given a grade of 0 (zero). Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. The instructor will not accept a statement that merely confirms a report of illness made by the student and documented by the physician. Upon recovering from the illness the student should immediately contact the professor via email and set up a time to submit the assignment or arrangements for the missed text regardless of whether the medical documentation has been approved.

Guest Speakers

There will be professionals from the industry who have demonstrated exceptional success and challenges in their careers in relevant fields of study. Questions about guest speakers' presentations will be on the exam and list of speakers are subject to change.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the

University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is XXXXX, 20XX. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	