



**San José State University  
Department of Kinesiology**

**KIN 153, Sport Facility and Event Management, Section 01 & 02, Spring 2021**

Instructor:	Arman P. Medina
Office Location:	SPX 170
Telephone:	(650) 302-6824
Email:	<a href="mailto:arman.medina@sjsu.edu">arman.medina@sjsu.edu</a>
Office Hours:	Tuesday & Thursday 8:00am-9:00am (By Appointment via Zoom)
Class Days/Time:	Sec 01 Tuesday & Thursday 12:00pm-1:15pm Sec 02 Tuesday & Thursday 1:30pm-2:45pm
Classroom:	Zoom Meeting
Prerequisites:	KIN 70 KIN Majors/Minors only or instructor consent

**San José State University Mission Statement**

In collaboration with nearby industries and communities, SJSU faculty and staff are dedicated to achieving the university's mission as a responsive institution of the state of California: To enrich the lives of its students, to transmit knowledge to its students along with the necessary skills for applying it in the service of our society, and to expand the base of knowledge through research and scholarship.

[http://www.sjsu.edu/about\\_sjsu/mission/](http://www.sjsu.edu/about_sjsu/mission/)

**Department of Kinesiology Mission Statement**

In an atmosphere of social justice, equity, and sensitivity to issues of diversity, the Department of Kinesiology seeks to:

- Assist in fulfilling the mission of San Jose State University
- Prepare exemplary professionals in the field of Kinesiology
- Promote and provide for physically active lifestyles for all
- Promote and provide for the academic study of human movement, physical activity, and sport

Additionally, the department will:

- Provide a high quality educational experience for our students
- Instill respect for lifelong learning and critical thinking
- Prepare students for life and society
- Offer a broad based and contemporary selection of activity, general education, undergraduate, and graduate courses
- Promote and provide for scholarship and professional activity
- Facilitate and promote community interaction

<http://www.sjsu.edu/kinesiology/about/>



## Course Format

## Course Description

Provide students with the skills necessary to effectively manage sport and fitness facilities and events.

<http://info.sjsu.edu/web-dbgen/catalog/courses/KIN153.html>

## Kinesiology Department Program Learning Outcomes (PLO)

KIN 153 supports the KIN Department PLO's in assessing all five PLO's.

At the end of a Bachelor of Science degree program in the Department of Kinesiology students should be able to:

1. To obtain a critical understanding and the ability to apply theoretical and scientific knowledge from the sub disciplines in kinesiology for personal fitness, healthy lifestyles, sport, and/or therapeutic rehabilitation.
2. To effectively communicate the essential theories, scientific applications, and ethical considerations related to kinesiology.
3. To apply scholarship and practice of different movement forms to enhance movement competence in kinesiology.
4. To recognize and apply sustainable approaches as they relate to kinesiology.
5. To identify social justice and equity issues related to kinesiology for various populations

<http://www.sjsu.edu/kinesiology/programs/undergradutes/>

## Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

1. Have a working understanding of sport and fitness facility including event management.
2. Be able to assess and evaluate a venue and/or its event management through risk management.
3. Have a thorough understanding of the critical importance of customer service, crisis, security and risk management in all types of facilities and events.
4. Be exposed to a variety of sport and fitness facilities and sport and fitness events.
5. Understand event: bidding; staffing; budgeting; sponsorship; day management and marketing.
6. Understand the significance of media promotions, relations and social media.
7. Have a thorough knowledge of current events and how it impacts sport management.
8. Be able to apply knowledge learned in this course to real world situations.

## Required Texts/Readings

### Textbook

Greenwell, T. C., Danzey-Busell, L. A. & Shonk, S. (2019). *Managing Sport Events*. (2<sup>nd</sup> ed.). Champaign, IL: Human Kinetics.  
ISBN: 9781492570950

### Other Readings

Group 1        CSSM Volume 3, Case 5: Learning Sport Management  
Group 2        CSSM Volume 1, Case 7: Gil's Sportsplex



- Group 3 CSSM Volume 1, Case 4: A Case Study of Diversity and Leader Member Exchange in Intercollegiate Athletics
- Group 4 CSSM Volume 1, Case 6: Maybe It Is About the Bike: The LIVESTRONG Community and Lance Armstrong Allegations
- Group 5 CSSM Volume 2, Case 7: San Marcos Municipal Events Center A Capital Budgeting Case
- Group 1 CSSM Volume 2, Case 3: Selling to Visiting Fans at the Expense of Home Field Advantage
- Group 2 CSSM Volume 1, Case 1: Clicking for a Cause: Using Social Media Campaigns to Drive Awareness for Golf Tournaments and Charitable Organizations
- Group 3 CSSM Volume 1, Case 10: Leveraging Sponsorships to Meet Organizational Marketing Objectives: A Case Study of a Consumer Packaged Good Product with the Super Bowl
- Group 4 CSSM Volume 1, Case 5: Grappling With Growth: The Innovative Use of Traditional and New Media Marketing to Enhance Interactions with Consumers
- Group 5 & 1 CSSM Volume 2, Case 2: The Responsibilities of Olympic Sponsors? BP and the London 2012 Olympic Games
- Group 2 & 3 CSSM Volume 2, Case 9: Season Ticket Holder No-Shows: An Attendance Dilemma at Mississippi State Baseball Games
- Group 4 & 5 CSSM Volume 1, Case 2: The Turnips: A Study in Leadership

Here is the link to find the case study:

<http://libaccess.sjlibrary.org/login?url=http://journals.humankinetics.com/cssm> (Links to an external site.)

How to locate the first case study:

1. Click on the link
2. Sign in
3. Click on "All Content" to the right of "Latest Issue"
4. Click on "Volume: 3 (2014)" then "Issue 1"
5. Click on "Learning Sport Management."

### **Kinesiology Department Library Liaison**

Adriana Poo [adriana.poo@sjsu.edu](mailto:adriana.poo@sjsu.edu) 408-808-2019

### **SJSU Writing Center**

<http://www.sjsu.edu/writingcenter/>

### **Course Requirements and Assignments**

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

[University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf), *Course Syllabi* (<http://www.sjsu.edu/senate/docs/S16-9.pdf>)

### **Grading Schedule**

Chapter Quizzes	100
Participation Quizzes	100
Sport Current Events	100



Chapter Presentations	100
Case Study Presentations	100
Individual Case Studies	25
Rough Draft Event Observation & Recommendations	50
Paper – Event Observation & Recommendations	150
Presentation of Paper	25
Midterm Exam	100
<u>Final Exam</u>	<u>150</u>
Total	1000

### **Participation Quizzes**

- 100 points
- This class relies on participation
- If you are not in class, you cannot participate
- Quizzes will cover anything discussed in class

### **Sport Current Events**

- 100 points
- Your group will lead the discussion six times
- You will receive 16 points per discussion for the first two and 17 points thereafter.
- This is an open discussion using current sport topics of your choice
- How does it tie into the class?
- Groups will be responsible to lead four class discussions on Sport Current Events
  - Each member must have a couple articles to discuss
  - See Course Schedule for dates
  - 0 points if you miss class when your group is leading the discussion
  - Student may submit a YouTube video in advance of missing class

### **Quizzes**

- 100 points
- 1 - four point quiz based on the readings from the textbook
- 12 - eight point quizzes based on the readings from the textbook
- It will be on CANVAS
- Given at the beginning of class
- You must be in class to take the quiz
- No makeup exams are given for absences or tardies

### **Group Presentation of Chapter**

- 100 points
- Your group will lead the class four times at 25 points per presentation
- Everyone should read the chapter
- Your group will lead the discussion on your assigned chapters
  - Recap chapter
  - Explain key concepts



- Review new vocabulary
- How do you apply this to real world situations?
- Presentation slides are required
- See Course Schedule for dates
- 0 points if you miss class when your group is presenting the chapter
  - You may submit a video (via YouTube) for credit
- The presenters will have a challenging question for each group
  - The questions will be posted in the chat
  - The groups will collaborate in the breakout rooms and answer the question

### **Group Presentation of Case Studies**

- 100 points
- Your group will lead the class three times at 33, 33 & 34 points per presentation
- Assigned case study from *Case Studies in Sport Management*:
  - <http://libaccess.sjlibrary.org/login?url=http://journals.humankinetics.com/cssm>
  - See course schedule for details
- Your group will lead the discussion on your assigned case studies
  - Recap the case study
  - Explain key concepts
  - How do you apply this to real world situations?
  - Presentation slides are required
  - Handouts are not necessary
  - See Course Schedule for dates
  - 0 points if you miss class when your group is presenting the case study
  - Student may submit a YouTube video in advance of missing class
- The presenters will have a challenging question for each group
  - The questions will be posted in the chat
  - The groups will collaborate in the breakout rooms and answer the question

### **Individual Presentations of Case Study**

- 25 points
- You will pick a case study
  - Case Study cannot be from *Case Studies in Sport Management*
- Timed 2-3 minutes
  - Highest grade is 70% for going under or over time limit
  - You are responsible for keeping time
- This should be a Professional Presentation that has been rehearsed several times
- You may use notes, a phone, a tablet but not a laptop
- You will lead the discussion on your choice
  - Recap the case study
  - Explain key concepts
  - How do you apply this to real world situations?
  - Presentation slides are required
  - Handouts are not necessary
  - See Course Schedule for dates



- 0 points if you miss class when your group is presenting the case study

### **Paper – Event Observation & Recommendations Rough Draft**

- 50 points
- Due on CANVAS in a pdf
- See Paper – Event Observation & Recommendations for details
- Credit/No Credit

### **Paper – Event Observation & Recommendations**

- 150 points
- Due on CANVAS as a pdf file
- At least six pages not including cover or references
- APA Format
- Watch a live, virtual or past sporting event
  - List the event original time and date
- Using the textbook, determine areas that the venue/event is doing well
  - Venue and/or Event Management
- Identify areas that can be improved upon and suggest ways to better those flaws
  - Venue and/or Event Management
- Must use three citations from the book
  - Citations must be tied in to the paper
  - The paper cannot have random quotes
- Must use two scholarly references
  - References must be tied in to the paper
  - The paper cannot have random quotes
  - Sports Illustrated and the New York Times is not scholarly
- Avoid Common Point Deductions
  - Follow assignment directions
    - 6 pages not 5.5 or 5.75 pages
  - Proper APA
    - 1 inch margins
  - Spelling or Grammatical errors

### **Presentation of Paper**

- 25 Points
- See Course Schedule for Due Date
- Recap of paper
- Timed 3-4 minutes
  - Point deductions for going under or over time limit
- This should be a Professional Presentation that has been rehearsed several times

### **Midterm Exam**

- 100 Points
- See Course Schedule for Exam Date



- Closed book and closed notes
- 50 question, multiple choice and true/false
- Anything discussed in class or anything in the readings may be on the Midterm Exam
- Scantron 882E will be required

### Final Exam

- 150 Points
- See Course Schedule for Exam Date
- Closed book and closed notes
- 100 question, multiple choice and true/false
- Essay questions
- Cumulative Exam
- Anything discussed in class or anything in the readings may be on the Final Exam
- Scantron 882E and Blue Book will be required

### Grading Information

#### Determination of Grades

- **Late work is not accepted**
- **No makeup exams or quizzes are given**

<i>Grade</i>	<i>Points</i>	<i>Percentage</i>
A	930 to 1000	93 to 100%
A minus	900 to 929	90 to 92.9%
B plus	870 to 899	87 to 89.9 %
B	830 to 869	83 to 86.9%
B minus	800 to 829	80 to 82.9%
C plus	770 to 799	77 to 79.9%
C	730 to 769	73 to 76.9%
C minus	700 to 729	70 to 72.9%
D plus	670 to 699	67 to 69.9%
D	630 to 659	63 to 66.9%
D minus	600 to 629	60 to 62.9%

### ZOOM Protocol

- Please turn webcam on
  - If you have technical issues, please let know at the beginning of class
- Please do not drive while on Zoom
- Please do not attend Zoom in a moving car
- Please be in a seated position
- Please dress as you would in the classroom

### Classroom Protocol

1. All students are expected to read the assigned chapters/reading assignments before the lecture



2. All students are expected to participate in the class discussions from the assigned readings
3. Students are expected to attend every class and to take the exams as scheduled.
  - a. No makeup exams or quizzes are given and late homework is not accepted.
  - b. Written documentation of any illness, medical emergency or death of a close relative will be the exception. Contact instructor as soon as possible.
4. Students shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith or a University Sponsored Activity with prior written notification via email to the instructor.
5. No noise-making electronic devices (lap tops, phones, calculators, etc.) are allowed.
6. Computers may only be used for class related activities.
7. Students must plan to spend a minimum of 6 hours per week outside of class time in order to complete all requirements, including readings, and submit assignments on schedule.
8. Check email on a regular basis and respond to emails in a timely manner.

### University Policies

Per [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo) (<http://www.sjsu.edu/gup/syllabusinfo>), which is hosted by the Office of Undergraduate Education. Make sure to visit this page to review and be aware of these university policies and resources.

### Course Schedule

*The schedule is subject to change with fair notice via class announcement and CANVAS.*

Week	Date	Group	Assignment
1	01/26/21		No Class
	01/28/21		First Day of Class
			Review Syllabus
2	02/02/21	1	Sport Current Events
		1	CSSM Volume 3, Case 5: Learning Sport Management
	02/04/21	2	Sport Current Events
		2	CSSM Volume 1, Case 7: Gil's Sportsplex
3	02/09/21	3	Sport Current Events





		3	CSSM Volume 1, Case 4: A Case Study of Diversity and Leader Member Exchange in Intercollegiate Athletics
	02/11/21	4	Sport Current Events
		4	CSSM Volume 1, Case 6: Maybe It Is About the Bike: The LIVESTRONG Community and Lance Armstrong Allegations
4	02/16/21	5	Sport Current Events
		5	CSSM Volume 2, Case 7: San Marcos Municipal Events Center A Capital Budgeting Case
	02/18/21	1	Sport Current Events
		1	Ch 1 Understanding the Sport Event Industry
5	02/23/21	2	Sport Current Events
		2	Ch 2 Event Conceptualization
			Individual Case Studies
	02/25/21	3	Sport Current Events
		3	Ch 3 Event Bidding
6	03/02/21	4	Sport Current Events
		4	Ch 4 Event Budgeting
	03/04/21	5	Sport Current Events
		5	Ch 5 Event Sponsorship
7	03/09/21	1	Sport Current Events
		1	CSSM Volume 2, Case 3: Selling to Visiting Fans at the Expense of Home Field Advantage



	03/11/21	2	Sport Current Events
		1	Ch 6 Event Marketing
8	03/16/21	3	Sport Current Events
		2	CSSM Volume 1, Case 1: Clicking for a Cause: Using Social Media Campaigns to Drive Awareness for Golf Tournaments and Charitable Organizations
	03/18/21		Midterm
9	03/23/21	4	Sport Current Events
		2	Ch 7 Media Promotion and Relations
	03/25/21	5	Sport Current Events
		3	Ch 8 Contract Consideration
10	03/30/21		Spring Recess
	04/01/21		Spring Resess
11	04/06/21	1	Sport Current Events
		3	CSSM Volume 1, Case 10: Leveraging Sponsorships to Meet Organizational Marketing Objectives: A Case Study of a Consumer Packaged Good Product with the Super Bowl
	04/08/21	2	Sport Current Events



		4	Ch 9 Risk Management and Negligence
		4	CSSM Volume 1, Case 5: Grappling With Growth: The Innovative Use of Traditional and New Media Marketing to Enhance Interactions with Consumers
12	04/13/21	3	Sport Current Events
		5	Ch 10 Event Staffing
			Peer Review
	04/15/21	4	Sport Current Events
		5	Sport Current Events
		5 & 1	CSSM Volume 2, Case 2: The Responsibilities of Olympic Sponsors? BP and the London 2012 Olympic Games
			Peer Review
13	04/20/21		<b>Rough Draft – Event Observation &amp; Recommendations DUE</b>
	04/22/21	1	Sport Current Events
		1	Ch 11 Event Services and Logistics
			Peer Review
14	04/27/21		<b>Paper – Event Observation &amp; Recommendations DUE</b>
		2	Sport Current Events
		2 & 3	CSSM Volume 2, Case 9: Season Ticket Holder No-Shows: An Attendance Dilemma at Mississippi State Baseball Games
	04/29/21	3	Sport Current Events
		2 & 3	Ch 12 Event Day Management
		4 & 5	Ch 13 Postevent Details and Evaluation
15	05/04/21	4 & 5	Sport Current Events
		4 & 5	CSSM Volume 1, Case 2: The Turnips: A Study in Leadership
	05/06/21		Presentation of Papers



16	05/11/21		Presentation of Papers
	05/13/21		Presentation of Papers
Wed	05/21/21		Final Exam Sec 01 (Tue Th 12:00pm - 1:15pm)
			9:45am - 12:00pm
	05/20/21		Final Exam Sec 02 (Tue Th 1:30pm - 2:45pm)
			12:15pm - 2:30pm