

COURSE SYLLABUS



COURSE TITLE: SPMA 260

CLASS SECTION: 001

TERM: Winter 2025

COURSE CREDITS: 3

DELIVERY METHOD(S): Face to Face

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Charles Parkinson

EMAIL: parkinsonc@camosun.bc.ca, cparkinson@shaw.ca

OFFICE: 305

HOURS: Wed 10:30-1200 pm, Thurs 12:30-1:30 pm

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Students will examine and implement a sport management project that integrates knowledge and understanding of sports events at the local, provincial, national, or international level. Students will develop a range of planning and organizational skills for the delivery of a sport event.

PREREQUISITE(S): C in SPMA 155, C in MARK 110

CO-REQUISITE(S): None

EXCLUSION(S): None

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful course completion, students will be able to:

- Describe the dimensions, theories, and models of event management.
- Describe the concept and creation of an event.
- Evaluate the process of selecting the location of an event or new facility.
- Examine the process of soliciting sponsors.

- Examine the budgeting process.
- Understand the process of identifying customers.
- Analyze the contract process and the legal considerations for athletes and events.
- Determine broadcasting considerations.
- Develop a social engagement plan to create and promote a sport event at the local, national or international level.
- Plan, recruit and organize to incorporate both volunteer and paid human resources as necessary for an event and identify and evaluate staffing issues.
- Determine the follow-up and evaluation process and understand its importance.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- Material will be used from *Managing Sports Events*. Greenwell, Bussell & Shonk, 2014 or 2019 edit.
- Course learning materials will be distributed throughout the term. Additional Readings may be assigned and available online (through D2L)

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

DATE RANGE	ACTIVITY or TOPIC	TIME	ROOM
Wed, Jan 8	Course Introduction	8:30-10:20	TEC 110
Thurs, Jan 9	Understanding the Sport Event Business	10:30-12:20	PISE 329B
Wed, Jan 15	Event Conceptualization	8:30-10:20	TEC 110
Thurs, Jan 16	Worksheet 1	10:30-12:20	PISE 329B
Wed, Jan 22	Event Bidding	8:30-10:20	TEC 110
Thurs, Jan 23	Guest Lecture	10:30-12:20	PISE 329B
Wed, Jan 29	Event Budgeting	8:30-10:20	TEC 110
Thurs, Jan 30	Budgeting Lab	10:30-12:20	PISE 329B
Wed, Feb 5	Event Sponsorship	8:30-10:20	TEC 110
Thurs, Feb 6	Worksheet 2	10:30-12:20	PISE 329B
Wed, Feb 12	Event Marketing	8:30-10:20	TEC 110
Thurs, Feb 13	Mid Term Exam	10:30-12:20	PISE 329B
Wed, Feb 19	Reading Break	8:30-10:20	TEC 110
Thurs, Feb 20	Reading Break	10:30-12:20	PISE 329B

DATE RANGE	ACTIVITY or TOPIC	TIME	ROOM
Wed, Feb 26	Mid Term Review	8:30-10:20	TEC 110
Thurs, Feb 27	Media Relations and Promotion	10:30-12:20	PISE 329B
Wed, Mar 5	Event Television & Livestreaming	8:30-10:20	TEC 110
Thurs, Mar 6	Contract Considerations	10:30-12:20	PISE 329B
Wed, Mar 12	Guest Lecture	8:30-10:20	TEC 110
Thurs, Mar 13	Worksheet 3	10:30-12:20	PISE 329B
Wed, Mar 19	Event Control	8:30-10:20	TEC 110
Thurs, Mar 20	Risk Management	10:30-12:20	PISE 329B
Wed, Mar 26	Staffing and Volunteers	8:30-10:20	TEC 110
Thurs, Mar 27	Optional - In Lieu	10:30-12:20	PISE 329B
Wed, Apr 2	Worksheet 4	8:30-10:20	TEC 110
Thurs, Apr 3	Event Day Management	10:30-12:20	PISE 329B
Wed, Apr 9	Evaluation and Reporting	8:30-10:20	TEC 110
Thurs, Apr 10	Review	10:30-12:20	PISE 329B

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING	DUE DATE
Worksheets (4 @ 5% each) (Pairs)	20	As scheduled
Mid-Term Exam	25	Wed, Feb 14
Event Analysis (Pairs)	10	Thurs, Mar 27
Event Project (information provided in class) (Pairs)	25	Wed, Apr 9
Final Exam	20	TBA
TOTAL	100%	

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information. <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

Commitment to your learning is a collaboration between yourself, your instructor, and your classmates. Please be prepared to participate fully.

You can expect your instructor to:

- Begin classes on time
- Be prepared for class every day
- Treat every member of the class with respect
- Engage in activities that will benefit your learning
- Foster an open and supportive environment in which to learn

Your instructor expects of you to:

- Be on time for class every day
- Treat others in the class with respect
- Take an active part in your own learning
- Be supporting and accepting of the views of others

SCHOOL OR DEPARTMENTAL INFORMATION

Final examinations may be scheduled at any time during the examination period by Camosun College. All students are expected to write the final exam at the time, date, and location set by the Office of the Registrar. Students should therefore avoid making prior travel, employment, or other commitments for this period. If a student is unable to write an exam through no fault of his or her own for medical or other reason(s), valid documentation must be provided, and it must be discussed with the instructor well in advance of the exam date. If the student is absent for an exam (written or practical) and has not made arrangements with the instructor in advance, a zero grade will be applied.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning

Support Service	Website
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies for Students" [Registration Policies for Students | Camosun College](#) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun

also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.