RESM 4340 – Event Production in RESM
Location: Frisco 121
Time: Wed 2:00 - 3:20 p.m.

Instructor Information
Calvin Nite, PhD
Office: PEB 210D, New College offices
Office Hours: By Appointment
Email: calvin.nite@unt.edu

Course Materials
Readings provided by instructor
Course Websites: unt.instructure.com (Canvas);

Course Description:
This class is designed to provide students with hands-on experience regarding the administration, programming, and supervision of sport and special events. Study areas include the specialized knowledge, skills, and understandings required of the professional involved in the programming and administration of sport and special events in agencies, institutions, industries, and communities. Given the experiential learning design of this course, students will work extensively outside of scheduled class meeting times.

**If students are unable to meet the extensive external demands of this course, they should consider taking other offered sections of this course.

Course Learning Objectives:
After completing this course, students should be able to:

1. Identify organizations and associations responsible for the provision and regulation of sport events.
2. Identify different types of sport and associated events.
3. Understand the skills of planning, organizing, publicizing, scheduling, and conducting sport and special events in public and private settings.
4. Develop skills in administering sport events with regard to funding, risk management, personnel management, purchasing, and record keeping.
5. Assess the success of sport events from multiple perspectives and provide insights for improvement.

Grading Structure & Student Learning Outcome Evaluation

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Student Learning Outcomes Evaluated</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Event Proposal</td>
<td>1, 2, 3</td>
<td>25</td>
</tr>
<tr>
<td>● Written Proposal (10 points)</td>
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<tr>
<td>● Proposal Presentation (10 points)</td>
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<tr>
<td>● Peer evaluation (5 points)</td>
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<tr>
<td>Event Practicum</td>
<td>1, 2, 3, 4, 5</td>
<td>20</td>
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<tr>
<td>● Work logs (10 points)</td>
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<tr>
<td>● Reflection paper (10 points)</td>
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<tr>
<td>Reading Quizzes</td>
<td>1, 2, 3, 5</td>
<td>5</td>
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<tr>
<td>Total</td>
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<td>50</td>
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</tbody>
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Grading Scale:

45-50 A
44-40 B
35-39 C
30-34 D
≤ 30 F
Course Policies:

Class Decorum
Students will be held accountable for their words and actions in this class. Professionalism will be an element of every graded assignment. Students are expected to arrive at class on time and dressed professionally (business casual minimum). Students who do not adhere to the professional expectations of this class will lose one letter grade from their final grades per unprofessional instance. These can include but are not limited to: unprofessional email etiquette, dressing unprofessionally for class, not showing up for scheduled meetings with organizations working with the course, not preparing for class (e.g. reading the assigned material, not completing necessary assignments for class, etc.), and not participating in class discussions. Students will be notified by the professor of instances that are deemed unprofessional and when their grades have been reduced.

Class Attendance
Students are expected to attend class and be on time for class meetings. Students who miss assignments or learning activities due to absence or tardiness WILL NOT BE ALLOWED TO MAKE UP MISSED ASSIGNMENTS OR ACTIVITIES without documentation from a university sponsored trip, religious holy day observance, or documented illness. If students are going to have university excused absences, they should make every effort to notify the instructor PRIOR to the absence to obtain the make-up work for the missed class. For each unexcused absence, a student’s final grade will be dropped one letter grade. Students who are tardy to class (without approval from the instructor) will be given an unexcused absence and will have their final grade dropped by one letter. The professor will maintain attendance/tardy records and students will be informed when they have accrued an unexcused absence or tardy.

Late Work & Extra Credit
Any exams or assignments missed without prior arrangements being made or in compliance with previously outlined policies may not be make up. Also NO EXTRA CREDIT WILL BE GIVEN, SO PLEASE DO NOT APPROACH THE INSTRUCTOR ABOUT IT!!! Students will be given ample opportunities throughout the semester to earn their desired grades.

Academic Integrity
Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Acceptable Student Behavior
Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://deanofstudents.unt.edu.

Access to Information - Eagle Connect
Your access point for business and academic services at UNT occurs at http://www.my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: http://eagleconnect.unt.edu/.

ADA Statement
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at http://disability.unt.edu. You may also contact them by phone at (940) 565-4323.
**Emergency Notification & Procedures**
UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [http://www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

**Retention of Student Records**
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university’s policy in accordance with those mandates at the following link: [http://essc.unt.edu/registrar/ferpa.html](http://essc.unt.edu/registrar/ferpa.html)

**Student Perceptions of Teaching (SPOT)**
Student feedback is important and an essential part of participation in this course. The Student Perceptions of Teaching (SPOT) evaluation is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

**Succeed at UNT**
UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here’s how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn more about campus resources and information on how you can achieve success: [http://success.unt.edu/](http://success.unt.edu/).
Assignments:

**Event Proposal (25 points): Learning Outcomes – Learning Outcomes – 1, 2, 3**

Students will be placed into groups and will develop a proposal for a sport/recreation event designed to meet multiple ends. First, students will identify a local, charitable organization with whom the RESM/SEM programs should partner. Second, the event should be designed and marketed in such a manner that draws positive publicity to UNT’s RESM and/or SEM programs as well as the charitable partner. Proposals should exhibit the following items: proposed charitable partner and rationale for selecting said partner; type of event being proposed; logistical information — including, but not limited to: pricing, sponsorship plans, plans to maximize revenue, marketing strategies, potential venues, venue and promotional costs, crowd/participant management strategies, staffing/volunteer requirements, and any pertinent feasibility information; and analysis as to how/why the proposed event showcases the charity and UNT’s programs. Each group will develop a written proposal (10 points) as well as professional presentation (10 points) that will “sell” their proposal as feasible and worth implementing. Finally, students will complete a peer evaluation form for their group members (5 points). Further details will be provided throughout the semester. Refer to the course schedule for due dates.

**Event Practicum (20 points): Learning Outcomes – 1, 2, 3, 4, 5**

At the beginning of the semester, students will sign up to work with one of the following. The event practicum experiences are designed for students to gain hands on experience of planning, executing, and evaluating sport and special events. Students are expected to work closely with members of the following to identify specific tasks and requirements for the events.

**Lewisville Yellow Jackets.** The Lewisville Yellow Jackets are the professional basketball team of Creating Young Minds (creatingyoungminds.org) and participates in The Basketball League (TBL) which is the third professional basketball league in the U.S. Creating Young Minds is a 501(c)(3) non-profit organization founded by Shira Ackerman, Mathis Crowder, & Charley Brown. Their model is similar to European club system. Students signing up for to work with CYM will be responsible for implementing game day operations throughout the Yellow Jackets’ inaugural season. Students will coordinate with Dr. Ackerman regarding times and date requirements. That said, students working with CYM should anticipate working approximately half of the home games for the season. Further details will be provided throughout the course.

**Texas Sport Entertainment Industry Conference.** The Texas Sport Entertainment Industry Conference (TSEIC) will be held at ATT Stadium April 3rd – April 4th and is hosted by the UNT Sport Entertainment Management program (https://www.tseic.org). The event will consist of industry panels, keynote speakers, and a career fair for students. Students will work closely with faculty and staff from the SEM program on various planning and implementation tasks throughout the semester leading up to the event and are expected to attend/work the conference. Further details will be provided throughout the course.

**Grading:** Grades for the Event Practicum assignment will be as follows:

- **Work logs (10 points):** Throughout the semester students will maintain work logs wherein they document their engagements with their organizations/events. Simply students will document their hours and specific tasks completed during those hours. Additionally, students will write a brief 1-2 paragraph reflection on what they learned during their work times. Students will submit five work logs throughout the semester (due dates vary based on the organization/event signed up for). Each log will cover the students efforts from the previous days/weeks (example: the first log will entail the time from start of the class up to the due date. The second log will cover the time from due date of log #1 until the due date for log #2. And so on.). Each log is worth two points and will graded based on completion of the log and reflected effort on the reflection paragraph(s).

- **Reflection paper (10 points):** At the end of the semester, each student will write a 2-3 page reflection paper recounting their event practicum experiences. Students will discuss what they learned throughout their experiences, some of the challenges they noted, some of the positive occurrences, and finish up with some suggestions for future iterations of this assignment. Further details will be provided throughout the course.

**Reports of unprofessional or inappropriate behavior from organizational representatives will result in severe grade repercussions. Behaviors deemed unprofessional or inappropriate may include but are not limited to the following: failure to attend scheduled meetings, arriving late to scheduled meetings, using offensive language, wearing inappropriate attire, etc. Punishments for these violations may include but are not limited to loss of points on the final grade, receiving a zero for the event practicum assignment, and/or being dropped from the class.**

**Reading Quizzes (5 points total): Course Learning Objectives – 1, 2, 3, 5**

Throughout the semester, students will be assigned various reading materials. Students will complete 10 reading quizzes (.5 point each). Due dates are provided in the course schedule. The format of the quizzes will be left to the discretion of the course instructor and may include: short essays, fill in the blank, multiple choice, and/or true/false questions. Reading materials will be uploaded on Canvas and reading quizzes will be completed during class meetings.
Tentative Course Schedule*

Week 1 (1/15): Syllabus, Course Introduction

Week 2 (1/22): Overview of types of events
   Readings:

Week 3 (1/29): Service quality
   Due: Reading quiz #1

Week 4 (2/5): Event logistics
   Due: Reading quiz #2, TSEIC work log #1, Lewisville Yellow Jackets work log #1

Week 5 (2/12): Planning and Contingencies
   Due: Reading quiz #3

Week 6 (2/19): Staffing
   Due: Reading quiz #4, TSEIC work log #2

Week 7 (2/26): Emergency preparedness
   Due: Reading quiz #5 Lewisville Yellow Jackets work log #2

Week 8 (3/4): Hospitality
   Due: Reading quiz #6, TSEIC work log #3,

SPRING BREAK (3/9 – 3/13)

Week 9 (3/18): Event marketing and promotions
   Due: Reading quiz #7, Lewisville Yellow Jackets work log #3

Week 10 (3/25): Budgeting and financial issues
   Due: Reading quiz #8, TSEIC work log #4

Week 11 (4/1): Small/medium scale events
   Due: Reading quiz #9

Week 12 (4/8): Mega events
   Due: Reading quiz #10, TSEIC work log #5, Lewisville Yellow Jackets work log #4

Week 13 (4/15): Continuing/ongoing events

Week 14 (4/22): Events within events
   Due: Lewisville Yellow Jackets work log #5

Week 15 (4/29): Event proposal work day

Final Exam Time: May 6th @ 2:00 p.m.
   Due: Event Proposal (written & presentations)

* There may be instances where we have unannounced guest speakers. In those instances, the course content will be covered in subsequent lectures.