

**UNIVERSITY OF SOUTH CAROLINA**  
**Department of Sport & Entertainment Management**  
**SPTE 203– Introduction to Events and Venues**  
**Section 001 – Winter 2021**

**I. GENERAL INFORMATION**

**Credit Hours:** 3  
**Instructor:** Haylee Uecker Mercado, Phd  
**Office:** Close-Hipp--Room 755  
**Office Hours:** Monday 10:00 AM—11:30 AM  
Monday 4:00 PM—5:00 PM  
Tuesday 2:00 PM—3:30 PM  
(Blackboard Collaborate Ultra)  
**Other Times By Appointment**  
**Phone: (office)** (803) 777-3342  
**E-mail:** mercadoh@mailbox.sc.edu

**IMPORTANT CLASS INFORMATION**

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| <ul style="list-style-type: none"><li>● <i>If you have specific questions pertaining to the course, assignments, projects, etc., place those questions on the FAQ discussion board on Blackboard.</i></li></ul>  |
| <ul style="list-style-type: none"><li>● <i>Anyone may answer FAQs. Bonus points may be earned for complete, helpful answers.</i></li></ul>   |
| <ul style="list-style-type: none"><li>● <i>Ask questions early and at appropriate times/days during the week.</i></li></ul>  |
| <ul style="list-style-type: none"><li>● <i>Your questions will be answered within 24 hours if posted Monday–Friday at Noon. Always re-check your syllabus before asking a question.</i></li></ul>  |
| <ul style="list-style-type: none"><li>● <i>Dr. Mercado will check email and course information via Blackboard during office hours and other convenient times when available.</i></li></ul>   |
| <ul style="list-style-type: none"><li>● <i>Dr. Mercado does NOT consistently check e-mail on Saturday or Sunday.</i></li></ul>   |
| <ul style="list-style-type: none"><li>● <i>If you have a question other than one that needs to be posted on the FAQ discussion board, it is best to contact Professor Mercado via e-mail at <a href="mailto:mercadoh@mailbox.sc.edu">mercadoh@mailbox.sc.edu</a>. Please use ONLY your university e-mail account for correspondence. The university e-mail system does not always recognize other accounts such as gmail or yahoo.</i></li></ul> |

**Required Textbook:** Fried, G. & Kastel, Managing Sport Facilities Fourth Edition. You may purchase the textbook through the University of South Carolina Bookstore or by visiting the **Human Kinetics** website.

ISBN-13: 978-1492589570

ISBN-10: 1492589578

**Required Reading:** Any articles posted by the instructor

**Recommended Reading:** 1. *Venues Now*

2. ([www.iavm.org](http://www.iavm.org)); other useful information is also on this website. Student memberships are available at a reasonable cost.

Notes and some class announcements will be posted on Blackboard. **You are responsible for checking Blackboard daily for important class information.**

Additional library and handout readings may be assigned. In addition, students are expected to stay informed on current issues which may be pertinent to the course material. This may be accomplished by reading current newspapers and magazines such as **The State, USA Today, Sports Business Journal, Sports Illustrated, etc.**

## **COURSE DESCRIPTION**

This course will introduce students to the important and related segments of the sport and entertainment industry. The material will cover the types of events and venues, the principles of event planning and management, and the role of venues in society. This course is open to majors and non-majors.

## **INSTRUCTIONAL PHILOSOPHY AND APPROACH**

The goal in this course is for you to recognize concepts and principles, not just identify facts and how to manipulate them. Taking time to reflect and think about the concepts and principles will serve you better than attempting to memorize the authors' or the instructor's words. There will be terminology with which you are unfamiliar; you are responsible for asking questions about anything that you do not understand. In the business world effort is rewarded; effort will be rewarded in this class as well. **My job is to enable learning to take place; your job is to learn. The purpose of this class is for you to learn; it is not for me to teach.**

## **LEARNING OUTCOMES:**

At the conclusion of this course, the successful student will be able to:

1. List the key principle activities of event planning and management and explain the importance of each.
2. Describe the role of venues in the sport, entertainment and events industry.
3. Explain the interrelatedness of events and venues.
4. Recognize the importance of safety, crowd and risk management for event and venue managers.
5. Recognize the relationship between topics studied in modules and examples observed in current sport and entertainment events

All learning outcomes in this Distributed Learning course are equivalent to face-to-face (F2F) version of this course.

### **COURSE DELIVERY (Technology Requirements)**

This course will be delivered online through the university Blackboard site. Blackboard is an online software tool which allows me to teach your entire course on the Web. **ScreenCast-O-Matic will be used for online lectures.** Students will be able to access online lectures via a provided URL. **Therefore, Internet access is necessary.** Assignments must be completed using Microsoft Word.

You can do all of the following:

- View important announcements and your instructor's biographical and contact information
- Participate in online discussions and in small group activities
- Access course materials and resources on the Web
- Submit your assignments, take on-line tests and quizzes, and check your grades
- View lectures and films

**Software Requirements:** A Java applet capable browser, such as Google Chrome (preferred), Firefox, or Netscape. Web camera and microphone compatible with your home computer would be helpful for online communication.

**Computer access:** If you don't have a computer at home contact the university Help Desk for assistance. Web access is available at many public libraries.

### **MINIMAL TECHNICAL SKILLS:**

Minimal technical skills are needed in this online course. All work in this course must be submitted online through Blackboard. **Therefore, you MUST have consistent and reliable access to a computer and the Internet.** Without computer and Internet access and minimal technology skills, it will be virtually impossible to succeed in this course. Before starting this course, you must be comfortable doing the following. You should have the ability to:

- organize electronic files;
- save electronic files;

- use email and attached files;
- check email and Blackboard daily;
- download and upload documents in Blackboard;
- locate information with a browser;
- locate research information and journals through the library and/or Internet; and
- use Microsoft Outlook, PowerPoint and Word effectively.

**Google Chrome** is the recommended browser for Blackboard.

### **Technical Support:**

[Blackboard Help \(http://ondemand.blackboard.com/students.htm\)](http://ondemand.blackboard.com/students.htm)

If you have problems with your computer or Blackboard, please contact University Technology Support (UTS) Help Desk at 803.777.1800 or [helpdesk@sc.edu](mailto:helpdesk@sc.edu). The UTS Help Desk is open Monday – Friday from 8:00 AM – 6:00 PM. The Thomas Cooper Library at USC has computers for you to use. Most public libraries have computers you may use if you find yourself facing computer problems.

### **NOTE ABOUT YOU AND THIS COURSE**

**This is a totally asynchronous online course.** Online classes are not easier than face-to-face (F2F) classes. To succeed in an online class, you must be motivated and well-organized. Regular Internet access is essential for successful completion of this course. **You must buy and read the required edition of the textbook in order to be successful in this class.**

Online learning, you will find, is quite different than classroom learning. It requires different attitudes, responsibilities, and communication skills. Students learn best in quite different ways. One of the advantages of the online format of the course is that it allows students to approach the course in ways that suit their personal styles and preferences. In classrooms, instructors are inclined to teach either as they themselves were taught, or as they think "the average student" prefers. The instructor-presented class material is laid out in a timely manner so that students can do with it whatever they prefer in order to learn in as personal and unique as fashion as possible.

This course by design specifically accommodates different learning styles by involving a variety of components, including text, video clips, self-check, application exercises, online discussion, and a research paper. Since you are probably used to learning more or less as prescribed or required by a classroom teacher and are not used to designing your own learning strategy, it might take a little time to do that and to settle into a comfortable routine. I think you'll find that as you figure out on your own how to learn the material, everything will fall into place.

### **TIPS FOR BEING SUCCESSFUL IN THIS COURSE:**

It is estimated that you will need to spend at least twelve (12) hours per week to complete course work, discussions, communication and to work toward being successful in this asynchronous online course. If you do not take this time each week, you may feel overwhelmed and frustrated and your opportunity for success will be jeopardized.

Successful online learners

1. do not procrastinate;
2. are open to sharing professional experiences online;
3. enhance online discussions;
4. have good written communication skills;
5. use proactive communication;
6. are self-motivated and self-disciplined;
7. have a commitment to learning;
8. have critical thinking and decision-making skills;
9. believe quality learning can take place in an online environment; and
10. have good time management skills and turn things in on time

### **Backing Up Assignments:**

It is important to keep a back-up copy of all assignments, projects, etc. If for any reason Blackboard is down, email Professor Jeralds your assignment, project, etc. by the due date. **NO** assignments will be accepted late. Make sure you keep a back-up copy of your work.

### **Instructional Time**

The instructional time spent in this course will vary depending on your knowledge in the area. A minimum of approximately 60 hours (3,600 minutes) will be necessary for this course. You may spend additional time working on the written analyses, reports, projects, and other assignments.

### **Americans with Disabilities Act:**

If you have any special needs as addressed by the American with Disabilities Act (ADA) and need course materials in alternative formats, please notify the University of South Carolina Student Disability Resource Center:

- Phone: 803-777-6142
- Fax: 803 777-6741
- 1523 Greene Street
- LeConte Room 112A
- Columbia, SC 29208
- Student Disability Services Website: <http://www.sa.sc.edu/sds>
- Email: [sadrc@mailbox.sc.edu](mailto:sadrc@mailbox.sc.edu)

All reasonable efforts will be made to accommodate your special needs.

### **Academic Integrity:**

University policy regarding academic responsibility (Student Affairs Policy STAF 6.25) states “It is the responsibility of every student at the University of South Carolina Columbia to adhere steadfastly to truthfulness and to avoid dishonesty, fraud, or deceit of any type in connection with any academic program. Any student who violates this rule or who knowingly assists another to violate this rule shall be subject to discipline.” Students who commit an act of academic dishonesty may receive a failing grade on the assignment or in the course. More information

regarding this policy can be found in the [Carolina Community: USC Student Handbook and Policy Guide \(http://www.sc.edu/policies/staf625.pdf\)](http://www.sc.edu/policies/staf625.pdf)

**Course Assessment:**

Assessment is a critical part of learning. I will assess your understanding of the subject matter, your ability to analyze, your ability to present your views and yourself effectively, and your effort and dedication. I will make every effort to grade your work promptly with comments designed to help you learn and understand. **If you do not understand my comments or my numerical assessment of your work, you should seek clarification.** You will have the opportunity throughout the semester to earn assessment points as specified below. Your accumulation of assessment points will determine your final grade as follows:

Assignment	Maximum Points Per Assignment	
Point Distribution		
<b>Assignment</b>	<b>Amount</b>	<b>Points</b>
<b>Intro Assignment</b>	<b>1 @ 10</b>	<b>10</b>
<b>Most Memorable Event Assignment</b>	<b>1 @ 25</b>	<b>25</b>
<b>Functional Exercise</b>	<b>1 @ 25</b>	<b>25</b>
<b>Fan Safety Research Paper</b>	<b>1 @ 40</b>	<b>40</b>
<b>Exams (4)</b>	<b>4 @ 100</b>	<b>400</b>
<b>TOTAL POINTS</b>		<b>500</b>
<b>Assessment Points</b>		
<b>Final Position</b>	<b>Assessment Points Required</b>	<b>Grade</b>
<b>Manager</b>	<b>500-450</b>	<b>A</b>
<b>Assistant Manager</b>	<b>449-425</b>	<b>B+</b>
<b>Event Director</b>	<b>424-400</b>	<b>B</b>
<b>Event Coordinator</b>	<b>399-375</b>	<b>C+</b>
<b>Event Supervisor</b>	<b>374-350</b>	<b>C</b>
<b>House Manager</b>	<b>349-325</b>	<b>D+</b>
<b>Usher</b>	<b>324-300</b>	<b>D</b>
<b>You're Fired</b>	<b>&lt; 299</b>	

**ALL ASSIGNMENTS MUST BE COMPLETED AND TURNED IN ON TIME. There will be NO exceptions to this barring an extreme emergency.** Timeliness is critical in event and venue management. Tickets go on sale when tickets are scheduled to go on sale; gates open when gates are scheduled to open; the event happens on the day it is scheduled to happen. In this business there is VERY little margin for error.

Please note that just completing an assignment on time will not earn the maximum number of points. Simply meeting the basic requirements of an assignment will earn no more than 75% of the available points. Additional points are awarded for demonstrating an understanding of concepts and principles, demonstrating an ability to think critically, demonstrating creativity, and presenting your ideas effectively. Details regarding each element of assessment point accumulation are specified below.

### **DETAILS OF ASSESSMENT POINT ACCUMULATION**

#### **Introduction (10 Points)**

You will have to introduce yourself to the rest of the class. This will consist of relevant information about yourself, including your major and your dream job in the highly competitive world in which we live. **Due date: Decided by instructor.**

**Most Memorable Event (25 points)** – Provide a one-page typed description of the most memorable event you have attended. **The event must have occurred at a public assembly venue.** Detailed Assignment Available on Blackboard. **Due date: Decided by instructor.**

**Functional Exercise: (25 points)** – You will complete an exercise designed to help you understand the concepts, principles, and practices involved in event and venue management. The functional exercise is designed to be completed alone and will be posted on Blackboard. **Due date: Decided by instructor.**

#### **Research Paper (40 Points)**

You are required to analyze and prepare a consultant's report on a fan safety incident. Your typed written report should be 3 to 4 pages (1" margins and 12-point Times New Roman font). You must incorporate concepts from class readings and lectures into your report. **Due date: Decided by instructor.**

**Examinations (4 @ 100 Points Each—400 points)** Exams will be designed to assess your comprehension of key issues, concepts, and principles. Test questions may include true-false, multiple choice and fill-in-the-blank. **Exam dates: Decided by instructor.**