**UNIVERSITY OF MARY WASHINGTON -- NEW COURSE PROPOSAL**

Electronically submit this completed form with attachments in one file to the Chair of the College Curriculum Committee.

### COLLEGE (check one):
- Arts and Sciences
- Business
- Education

<table>
<thead>
<tr>
<th>Proposal Submitted By: Dana S. Hall</th>
<th>Date Prepared: Dec. 15, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title: Events &amp; Facility Management</td>
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<tr>
<td>Department/discipline and course number*: PHYD 330 (approved by Betty Bradshaw)</td>
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</tbody>
</table>

*This course number must be approved by the Office of the Registrar before the proposal is submitted.

### Number of credits proposed: 3

### Prerequisites: IDIS 130

**Will this be a new, repeatable “special topics” course? (Do you want students to be able to take this new course more than once if the topic changes?)**

- NO X
- YES

### Date of first offering of this new course: FALL SEMESTER, 2016

### Proposed frequency of offering of the course: Each Fall

### List the faculty who will likely teach the course: Rod Wood or Dana Hall

### Are ANY new resources required? NO X YES Document in attached impact statement

### This new course will be (check all that apply):
- Required in the minor X
- General Elective
- Elective in the major
- General Education**

**AFTER the new course is approved, a separate proposal must be sent to the General Education Committee.

### Catalog Description:

This course will examine all of the facets of public assembly facility management as they relate to sports arenas, ballparks, stadiums and other venues. Among the topics to be presented and explored will be: event booking, finance, marketing, operations, scheduling, staffing and ticketing. Prerequisite for this course is IDIS 130.

### COURSE HISTORY

<table>
<thead>
<tr>
<th>Was this course taught previously as a topics or experimental course?</th>
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<tbody>
<tr>
<td>YES</td>
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</table>

<table>
<thead>
<tr>
<th>Course Number and Title of Previous Course</th>
</tr>
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<tbody>
<tr>
<td>Semester Offered</td>
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</table>

CHECK HERE if the proposed course is to be **equated** with the earlier topics or experimental offerings. This means that students who took the earlier “topics” course will only be able to take the new course if they made a C- grade or lower in the earlier course.

**NOTE:** If the proposed course has not been previously offered as a topics or experimental course, explain in the attached rationale statement why the course should be adopted even though it has not been tried out.

### REQUIRED ATTACHMENTS:

1. **Rationale Statement** (Why is this course needed? What purposes will it serve?)
2. **Impact Statement** (Provide details about the Library, space, budget, and technology impacts created by adding this new course. Include supporting statements from the Library, IT Department, etc. as needed.)
3. **Sample Syllabus**

### Department Chair Approval: Ken Tyler Date: 12/31/2014

### CCC Chair Approval: Date: 1/16/15

### UCC Chair Approval: Date: ______________

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New Course Proposal Cover Sheet (July 2013)
Rationale Statement – PHYD 330 Events and Facility Management

This course supports the proposed Sports Management Minor. PHYD 330 Events and Facility Management will fulfill the Sports Management minor’s required course requirements. This course is specifically designed for students who desire an understanding of management as it impacts sports. It is an integral component of the sports management minor, and the Events and Facility Management course is designed to provide students a working and practical knowledge of managing a public facility. Students will acquire knowledge, skills, and abilities relating to the basic principles of event booking, finance, marketing, operations, scheduling, staffing and ticketing in sports. Students will be challenged to apply knowledge of sport management situations to solve basic problems faced by sports managers. The course will also introduce and explore career opportunities in professional sports, semi-pro sport organizations, collegiate athletics, sport marketing agencies, sport broadcasting venues, facility management in both community and commercial venues and theme parks.

This course marries well with other majors at the University of Mary Washington. The prerequisite for this course is successful completion of IDIS 130 Intro to Sports Management. All of the tasks students will complete build a stronger foundational base in the management of sports for students interested in related careers. Importantly, the assessments are designed to enhance students’ analytical and critical thinking skills, which are key elements to successful completion of a Liberal Arts curriculum. As further support of the Liberal Arts curriculum at the University, the students will synthesize the results of each task in a relevant assessment which enhances critical thinking skills. Lastly, students will also be required to present their results periodically, which enhance oral communication skills.

Though the course has not been offered previously at the University of Mary Washington, it is commonly offered at colleges and universities*. Offering the course at University of Mary Washington will enhance interdisciplinary student options with respect to the Sports Management minor, as well as other students seeking electives classes. Offering more options for courses in general could help to attract more students who may currently rule the University out because they are interested in that area. I believe that student enrollment between fifteen and thirty students each fall in this course is achievable. This number is based on current students and prospective students at various Admissions day events, who have indicated an interested in Sports Management.

Learning Outcomes in Event and Facility Management – PHYD 330:
(1) To acquaint the student with the basic principles of event booking, finance, marketing, operations, scheduling, staffing and ticketing for events and facilities in a variety of sport venues.
(2) To plan an event at a sports venue from start to finish of a major event.
(3) To explore and understand the career opportunities available in the sports management industry. The following list offers a sampling of possible career paths and is not meant to be comprehensive: Fitness/Health Club manager, Sportscaster, Fitness Instructor, Sports Agent, Athletic Director, Sports Event Coordinator, Media Relations Specialist, Sports Information Director, YMCA Youth Leader, Sports Marketing Specialist, Community Center Director, Director of Stadium Operations, Director of Ticket Operations, Promotions Director, Athletic Contract Manager, and Sports Camp Director.

*Sampling of diverse colleges and universities in Virginia with an Event and Facility Management course:
Averett University
Bluefield College
Emory & Henry College
Eastern Mennonite University
Ferrum College
The George Washington University
George Mason University
Hampton University
Liberty University
Lynchburg College
Virginia Commonwealth University
Virginia State University
Impact Statement

There are no new financial resources required for this course. The plan is to begin offering this course in fall 2016, and every fall semester thereafter. The University of Mary Washington library and its online databases contain sufficient material for research options to support this course. Additionally, this course contemplates some guest speakers, but speakers will be limited to those who do not seek remuneration. In fact, due to the interdisciplinary aspect of this course, it is possible that a UMW professor from a variety of departments may be invited to be a guest speaker on occasion.

Sample Syllabus

University of Mary Washington
Event & Facility Management Course

PHYD 330
FALL 2016
Instructor: Staff  Class Schedule: Tuesday
Office: Classroom: AC TR #6
Alt. Classroom: Anderson Center
Telephone: Discussion: Thursdays
Email: Classroom: AC TR #6
Office Hours: By Appointment

Facility Management Resource (Required)
Frank E. Russo, JR., CFE; Lee A. Esckilsen, CFE; Robert J. Stewart, CFE
International Association of Assembly Managers

Supplemental Course Materials:
Various readings/articles/handouts may be assigned throughout the semester.

Required & Recommended Reading:
All assigned reading should be completed prior to the scheduled class meeting. It is encouraged that all students read a national newspaper such as the USA Today, and various trade publications (including Sports Business Journal) to keep up to date on the current issues facing the sports facility industry. Students should be prepared to discuss these topics of interest.

Course Description:
This course will examine all of the facets of public assembly facility management as they relate to sports arenas, ballparks, stadiums, and other venues. Among the topics to be presented and explored will be: event booking, finance, marketing, operations, scheduling, staffing and ticketing. This is a core requirement for the Sports Management minor. Prerequisite for this course is IDIS 130 Intro to Sports Management.

Class Format:
The course will consist primarily of lecture, class discussion and a group project. On occasion there will be guest speakers lecturing on topics related to the field of public assembly facility management.

Course Objectives:
The objective of this course is to provide the student a working and practical knowledge of managing a public assembly facility and how it relates to both the sports and entertainment industries. It will be expected that students actively participate in discussions and group projects as first-hand experience and interaction is the key to learning.

Course Evaluation:
The course will consist of a mid-term exam, final exam, and a group project. Students will also be evaluated on their participation in the discussions sessions. The breakdown of a students’ final grade is as follows:
Mid-term examination: 25%
Group Project: 35%
Final Examination: 25%
Class participation: 15%
The mid-term and final examinations will be a combination of multiple choice, true/false, and short answer questions. The mid-term will be comprised of questions relating to topics covered up to date. The final examination will cover topics addressed in the second half of the semester.

The group project will consist of developing an event for a facility from start to finish. The project is presented in two parts – written and verbal presentations. The project involves preparing a budget, advertising/marketing the event, planning the logistical and operational needs of the event, preparing a ticketing manifest and scaling for the event and negotiating a Lease Agreement with the venue. Each group will make a brief 10-15 minute presentation of their event and the above referenced materials to the class. Projects will be graded by overall group performance.

Class participation percentage will be calculated by attendance, discussion assignments and participation in lecture and discussion.

Additional group tasks may be assigned throughout the semester.

Attendance Policy:
It is expected that students attend all scheduled class lectures and discussions. Materials covered during these sessions will be addressed in the mid-term and final examinations. Students will be permitted a maximum of two (2) absences without affecting their final grade. For each unexcused missed class after two, the student will lose 2 percentage points off their final grade.

Course Policies:
All sources should be properly cited in papers. Assignments and presentations are expected to be completed by the assigned deadline. Late submissions will result in a five (5) point per day deduction until the assignment is completed or otherwise excused by the instructor.

Honor Code:
All students are expected to adhere to the Honor Code, and must write out and sign the pledge on tests and assignments. The regular principles regarding the honor code apply in this class. In addition, there are some specific requirements.
- Removing tests from this building, or copying tests, is an Honor Code violation. Students must return tests to us when they are finished with them.
- Referring to past tests or studying from past tests is a violation of the Honor Code.

Disability statement:
The Office of Disability Services has been designated by the University as the primary office to guide, counsel, and assist students with disabilities. If you already receive services through the Office of Disability Services and require accommodations for this class, make an appointment with either of us as soon as possible to discuss your approved accommodation needs. Please bring your accommodation letter with you to the appointment. We will hold any information you share with us in the strictest confidence unless you give us permission to do otherwise.

If you need assistance, contact the Office of Disability Services to receive accommodations, (note taking assistance, extended time for tests, etc.). The Office will require appropriate documentation of disability. Their phone number is 540-654-1266.

*** This syllabus and the attached course outline is tentative and the instructor reserves the right to make any amendments thereto. ***

<table>
<thead>
<tr>
<th>CLASS SCHEDULE WEEK/Lecture</th>
<th>DATE</th>
<th>TOPIC</th>
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<tbody>
<tr>
<td>1</td>
<td>Aug. 30</td>
<td>Introduction &amp; Tour of Anderson Center</td>
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<tr>
<td>2</td>
<td>Sep. 6</td>
<td>Ownership of Public Assembly Facilities</td>
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<tr>
<td></td>
<td></td>
<td>Chapter 1</td>
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<tr>
<td>3</td>
<td>Sep. 13</td>
<td>Organization &amp; Management</td>
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<tr>
<td></td>
<td></td>
<td>Chapter 2</td>
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<tr>
<td>4</td>
<td>Sep. 20</td>
<td>Scheduling &amp; Booking Events</td>
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<td></td>
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<td>Chapter 3</td>
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<tr>
<td>5</td>
<td>Sep. 27</td>
<td>Sales &amp; Marketing</td>
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<td></td>
<td></td>
<td>Chapter 4</td>
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<tr>
<td>6</td>
<td>Oct. 4</td>
<td>Ticketing &amp; Box</td>
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<td></td>
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<td>Chapter 5</td>
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<tr>
<td>Week</td>
<td>Date</td>
<td>Topic</td>
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<tr>
<td>7</td>
<td>Oct. 11</td>
<td>Fall Break</td>
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<tr>
<td>8</td>
<td>Oct. 18</td>
<td>Midterm Exam</td>
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<tr>
<td>8</td>
<td>Oct. 25</td>
<td>Business &amp; Financial Management</td>
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<td>8</td>
<td>Nov. 1</td>
<td>Ancillary Revenue Sources</td>
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<tr>
<td>9</td>
<td>Nov. 8</td>
<td>Event Management</td>
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<tr>
<td>10</td>
<td>Nov. 15</td>
<td>Group Project Presentations</td>
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<tr>
<td>12</td>
<td>Nov. 22</td>
<td>No Class – Thanksgiving Break</td>
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<tr>
<td>13</td>
<td>Nov. 29</td>
<td>Group Project Presentations</td>
</tr>
<tr>
<td>14</td>
<td>Dec. 8</td>
<td>Final Exam</td>
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This schedule is based on a twice a week class meeting. (3 credit course) Lectures on Tuesday/Discussions on Thursday in the Fall of 2016.