INSTITUTO POLITÉCNICO DE BRAGANÇA

Course Unit	Organization of Sports Events			Field of study	Sport Sciences		
Bachelor in	Sports - Minor in Recreation and Leisure			School	School of Education		
Academic Year	2023/2024	Year of study	2	Level	1-2	ECTS credits	4.0
Type	Semestral	Semester	2	Code	9563-625-2103-00-23		

Workload (hours)	108	Contact hours	T	-	TP	36	PL	-	TC	-	S	-	E	-	OT	9	O	-

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)	Pedro Miguel Monteiro Rodrigues

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Understand and identify the different types of sport events;
2. Know and apply the management and marketing tools to develop projects of sport events;
3. Elaborate the design of a sport event with the specificities of the modality and typology of the event;
4. Identify opportunities of local and regional application of the different sport events of recreation and leisure;
5. Operacionalize and organize sport events for recreation and leisure.

Prerequisites

Not applicable

Course contents

1. Introduction to Sport Events 2. Management of sport events 3. Marketing of sport events 4. Regulations, safety and environmental sustainability at sport events 5. Sports Event Planning 6. Case studies of sporting events

Course contents (extended version)

1. Introduction to Sport Events
    - Concept, origin and evolution of sport events
    - Types of sports events
    - Relevance of sport events
2. Management of sport events
    - Idealization / concept of the event (The five W's)
    - Tools for the design of sport events
    - Stakeholders
    - Scope, WBS & Organization
    - Schedule & Budget
    - Project Risk
3. Marketing of sport events of recreation and leisure
    - Marketing types and strategies
    - Ambush marketing and event sponsorship
    - Marketing Experience
    - Quality in event management
4. Regulations, safety and environmental sustainability at sport events
    - Content of the regulation
    - Security in sport events
    - Safeguarding the natural environment in event management
5. Sports Event Planning
    - Tasks Distribution
    - Execution
    - The Live Sports Event: Control and Evaluation
    - Project Reporting & Close
6. Case studies of sport events of recreation and leisure

Recommended reading

1. Mallen, C. & Adams, L. (2017). Event management in sport, recreation and tourism (third edition). New York: Routledge.
2. Greenwell, C; Danzey-Bussell, L. & Shonk, D. (2014). Managing Sport Events. USA: Hardcover.
3. Masterman, G. (2010). Startegic Sports Event Management. EUA: Elsevier Butterworth-Heinemann.
4. Andrés, A. , Caetano, J. , & Rasquilha, L. (2006). Gestão de Experience Marketing. Lisboa: Quimera.
5. Allen, J. , O`Toole, W. , McDonelli, I. , & Harris, R. (2003). Organização e Gestão de Eventos (6. ª Triagem). Brasil: Editora Campus.

Teaching and learning methods

Presentation of the content, followed by the application in group working on the concepts discussed. Preparation work for the implementation of tasks related to the theme of each session. Students should plan, and if possible to organize, together or independently a sporting event with local or regional dimension.

Assessment methods

1. Continuous evaluation - (Regular, Student Worker) (Final)
    - Intermediate Written Test - 60% (Theoretical (test))
    - Practical Work - 40% (Event Plan I: Project (10%) II: Plan (20%) III: Marketing (20%))
2. Exam - (Regular, Student Worker) (Supplementary, Special)
    - Final Written Exam - 100%

Language of instruction

Portuguese

Electronic validation

Pedro Miguel Monteiro Rodrigues	José Augusto Afonso Bragada	Pedro Miguel Queirós Pimenta Magalhaes	Carlos Manuel Costa Teixeira
21-02-2024	21-02-2024	26-02-2024	27-02-2024