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| **COURSE DESCRIPTION FORM** | |
| **Course Code and Name** | **SYB 304 SPORT EVENTS MANAGEMENT** |
| **Course Semester** | 6th Semester |
| **Catalog Content** | Understanding the types, features, different aspects, marketing of sport events and managing sports events stages from planning to final stage. |
| **Textbook** | Mehpare Tokay Argan, Deniz Yüncü (2016). Etkinlik pazarlama yönetimi, Detay Yayıncılık. |
| **Supplementary Textbooks** | Fried, G. (2015). Managing Sport Facilities, 3E. Human Kinetics.  Yıldız, S. M. (2010). Spor ve fiziksel etkinlik hizmetleri pazarlaması. Detay Yayıncılık. |
| **Credit** | 5 |
| **Prerequisites of the Course**  **(Attendance Requirements)** | Attendance Required |
| **Type of the Course** | Compulsory |
| **Instruction Language** | Turkish |
| **Course Objectives** | The aim of this course is to understand the importance of sports events and to manage different types of sports events successfully. |
| **Course Learning Outcomes** | 1. Learning the basic concepts of sports events.  2. Having knowledge about sporting events and legal situations.  3. Having knowledge about national and international sporting events.  4. Obtaining and applying information about the principles of ideal sport event management.  5. Producing new ideas about the solution of the problems encountered in sports events. |
| **Instruction Methods** | Formal learning |
| **Weekly Schedule** | 1. First meeting: information about the course  2. Sports event concept and features  3. Historical development of sports events in the world and Turkey  4. Management principles in sport events.  5. Evaluation of the management theories and functions in terms of sport events  6. International sporting events  7. National sporting events  8. Objectives and functions of sport events  9. Social media and communication in sports events  10. Analysis and reporting of actual events  11. Evaluation of the vision of sports events  12. The effects of sports events – social, economic ect.  13. Project Presentation  14. Project Presentation  15. Evaluation |
| **Teaching and Learning Methods** | Weekly theoretical course hours  Weekly Tutorial Hours  Reading Activities  Internet browsing, library work  Report preparing  Presentation preparation  Presentation  Final Exam and Preparation for Final Exam |
| **Assessment Criteria** | |  |  |  | | --- | --- | --- | |  | **Numbers** | **Total Contribution (%)** | | Midterm Exams |  |  | | Assignment |  |  | | Application |  |  | | Projects | 1 | 30 | | Practice |  |  | | Quiz | 5 | 20 | | Percent of In-term Studies (%) | 6 | 50 | | Percentage of Final Exam to Total Score (%) | 1 | 50 | | Attendance |  |  | |
| **Workload** | |  |  |  |  | | --- | --- | --- | --- | | **Activity** | **Total Number of Weeks** | **Duration (weekly hour)** | **Total Period Work Load** | | Weekly Theoretical Course Hours | 15 | 2 | 30 | | Weekly Tutorial Hours | 15 | 1 | 15 | | Reading Tasks | 10 | 2 | 20 | | Studies | 14 | 2 | 28 | | Material Design and Implementation | - | - | - | | Report Preparing | 10 | 1 | 10 | | Preparing a Presentation | 4 | 3 | 12 | | Presentations | 1 | 1 | 1 | | Midterm Exam and Preparation for Midterm Exam |  |  |  | | Final Exam and Preparation for Final Exam | 3 | 4 | 12 | | Other (should be emphasized) |  |  |  | | Total Workload |  |  | 128 | | Total Workload / 25 |  |  | 5,12 | | Course Credit (ECTS) |  |  | **5** | |
| **Contribution Level Between Course Learning Outcomes and Program Outcomes** | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Program Outcomes | 1 | 2 | 3 | 4 | 5 | | 1 | CO 1 |  |  |  |  | X | | 2 | CO 2 |  |  |  |  | X | | 3 | CO 3 |  |  |  |  | X | | 4 | CO 4 |  |  |  | X |  | | 5 | CO 5 |  |  |  |  | X | | 6 | CO 6 |  |  |  |  | X | | 7 | CO 7 | X |  |  |  |  | | 8 | CO 8 |  |  |  |  | X | | 9 | CO 9 |  |  | X |  |  | | 10 | CO 10 |  |  |  |  | X | | 11 | CO 11 |  |  |  |  | X | | 12 | CO 12 |  |  |  | X |  | | 13 | CO 13 |  |  |  |  | X | | 14 | CO 14 |  |  |  |  | X | | 15 | CO 15 | X |  |  |  |  | | 16 | CO 16 |  |  |  |  | X | | 17 | CO17 |  |  |  | X |  | | 18 | CO18 |  |  |  |  | X | | 19 | CO19 |  |  |  |  | X | | 20 | CO20 |  |  |  | X |  | | 21 | CO 21 |  |  |  | X |  | | 22 | CO 22 |  |  |  | X |  | |
| **The Course’s Lecturer(s) and Contact Informations** | Prof. Dr. Zafer ÇİMEN, [zcimen@gazi.edu.tr](mailto:zcimen@gazi.edu.tr)  Dr. Öğr. Üyesi Fatih YENEL, fyenel@gazi.edu.tr |