

# Sport/Ent/Event Mgmt (SEE) Courses

## **SEE1001 Introduction to the Sports, Entertainment and Event Management Industry**

This course introduces students to the sports, entertainment and event management field. Emphasis is on the historical development, organizational structure, use of technology and career opportunities that exist within the industry. Operational issues related to the management of events and facilities such as arenas, convention centers and stadiums are also discussed. Offered at Charlotte, Online, Providence  
3 Semester Credits

## **SEE2005 The Business of Sports**

This course explores the business of sports. Focus is on acquiring knowledge pertaining to sports events, legal and ethical aspects of sport, sport venues, and sport economics. Course content focuses on the comprehensive nature of professional and amateur sports. Prerequisite(s): BUS1001 or FSM1001 or HOSP1001 or SEE1001. Offered at Charlotte, Online, Providence  
3 Semester Credits

## **SEE2015 Leadership in Recreation/Leisure Settings**

This course explores leadership qualities, styles and group dynamics. Students examine a selection of program activities and guidelines for presenting and developing them effectively. Focus is on developing, leading and evaluating activities based on varying participant requirements. Aspects of group facilitation, activity sequencing and debriefing are discussed. Offered at Online, Providence  
3 Semester Credits

## **SEE2030 The Business of Entertainment**

This course is designed to provide students with core knowledge of the diverse and dynamic entertainment industry. Topics include the historical development of the entertainment industry, current trends and industry regulations, theater and the arts, music, cinema, sports entertainment, television, and alternative entertainment. Issues related to industry best practices, effective artist/performer management and entertainment event production are also discussed. Prerequisite(s): None. Offered at Charlotte, Online, Providence  
3 Semester Credits

## **SEE2150 Safety, Security and Risk Management in the SEEM Industry**

This course provides the opportunity for students to gain an understanding regarding specific risk management, risk operation, risk assessment, planning and evaluative techniques used by professionals within the sports, entertainment, event and venue management field. Students acquire knowledge on how to manage, reduce and transfer risks to provide a safe and secure environment in venues for events. Students also gain fundamental knowledge of assessing risk operations and understanding liabilities of conducting an event in a venue. Students have the optional opportunity to take part in the Trained Crowd Manager Certification through the International Association of Venue Managers (IAVM) for an additional cost. Prerequisite(s): Sophomore status. Offered at Charlotte, Online, Providence  
3 Semester Credits

## **SEE3018 Fan Engagement and the Guest Experience**

This course explores the business dynamics of ticket sales and operations as well as the business dynamics of ancillary service within the sports, entertainment and event industry. Students explore the management, marketing and promotional efforts behind the sale of tickets and the operational strategies used to administer ticketing and box office inventory control systems. In addition, students learn the current procedures and standards for managing food and beverage and retail services. Students focus on the manager's role in delivering multiple levels of service in an effective manner. Prerequisite(s): Junior status. Offered at Charlotte, Online, Providence  
3 Semester Credits

## **SEE3030 Athletic Coaching and Administration**

This course focuses on understanding basic coaching/administrative principles and philosophies for sports and athletics. It emphasizes the interscholastic and intercollegiate experiences. Students explore a wide range of topics related to the current issues and trends in athletic coaching and administration. Prerequisite(s): Junior status. Offered at Charlotte, Online, Providence  
3 Semester Credits

## **SEE3041 Special Event Protocol**

Students in this course examine the specifics of social and professional business etiquette and the event protocol. Official protocol and the order of precedence for governmental, military and social organizations are investigated as well. The unique challenges presented by official ceremonial events such as state dinners, flag ceremonies, inaugurations, dedications, graduations, parades, state and military funerals, and memorial services, etc. are discussed, and students formulate effective strategies for managing such events. Prerequisite(s): Sophomore status. Offered at Charlotte, Online, Providence  
3 Semester Credits

## **SEE3042 Weddings & Ceremonies**

This course examines the unique aspects of planning and executing various ceremonial events such as weddings (traditional and nontraditional), bar/bat mitzvahs, quinceanera parties, debutante balls, anniversaries and civilian funerals. Special emphasis is on adapting the traditional event cycle to the challenges presented by these social life-cycle events and the numerous ethnic and religious traditions associated with them. Industry best practices for custom event design including decor, entertainment, catering and budgeting are explored. In addition, strategies for attracting, managing and retaining clients are discussed. Prerequisite(s): Sophomore status. Offered at Charlotte, Online, Providence  
3 Semester Credits

## **SEE3045 New Media Literacy in Sports, Entertainment and Event Management**

This course develops the skills necessary to proactively interact with mass communication within the sports, entertainment and event industry. Emphasis is on the ethical responsibilities of a spokesperson and the experience needed to communicate to the media in a variety of situations, including the development and creation of a press conference and communicating the brand and image to the consumer base. Prerequisite(s): ENG1021 or ENG1027, ENG1030. Offered at Online  
3 Semester Credits

## **SEE3060 Concert, Tour and Music Festival Production Management**

This course focuses on event and concert tour production. Emphasis is on managing a show on stage, back stage and on the road. In addition, tools for set building, lighting, sculpting sound with microphones and mixers, reviewing basic electrical formula, performance contracts, technical riders and a production checklist are explored. Prerequisite(s): Sophomore status. Offered at Charlotte, Online, Providence  
3 Semester Credits

## **SEE3065 Fundamentals of Fundraising and Philanthropy**

This course is designed to explore the role fundraising and philanthropy can play in the success of the nonprofit and voluntary sectors of industry. Focus is on acquiring a sound knowledge base pertaining to sponsorship opportunities, grants, campaigns (capital and annual), planned giving and corporate partnerships. In particular, the course addresses the most effective strategies for leveraging such affiliations so that organizations achieve their funding goals. Prerequisite(s): Sophomore status. Offered at Charlotte, Online, Providence  
3 Semester Credits

**SEE3120 Fitness and Wellness Center Management**

This course focuses on the skills necessary to manage a fitness and wellness center. Emphasis is on the development and design of the facility layout, daily operations, and fitness/wellness programs located in private, public, corporate, hotel, resort, university and recreational facilities. Students learn program development skills necessary to operate and manage a fitness/wellness facility. A Directed Experiential Education (DEE) opportunity may be incorporated into this course. DEE opportunities are based on project availability with community partners and student eligibility.

Offered at Online, Providence

3 Semester Credits

**SEE3850 Negotiations and Agreements in Hospitality, Sports, Entertainment and Event Management**

This course explores the theory and practice of negotiations within the sports, entertainment, event, hotel, tourism and food service industries. Topics include discussion and presentation of the skills necessary to be a successful negotiator of agreements and contracts within the hospitality industry domestically and internationally. This course also explores labor relations and articulates the union/management negotiation process, including collective bargaining.

Prerequisite(s): LAW2001 or LAW2005.

Offered at Charlotte, Online, Providence

3 Semester Credits

**SEE3860 Relationship Management: Sales, Sponsorship and Negotiations**

This course explores the theory and practice of negotiations within the areas of sports, entertainment and events. Topics include discussion and presentation of the skills necessary to be a successful negotiator of agreements and contracts. Students explore the procedures and tactics necessary to define, target, attract, secure and retain corporate sponsors within the SEEM marketplace. Throughout the course students practice effective negotiation and sales strategies and analyze the impact of relationship management.

Prerequisite(s): Junior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

**SEE4020 Sports and Entertainment Marketing**

This course exposes students to marketing concepts relating to the sports and entertainment industries. It addresses various products, consumer markets, strategic market analysis and valuation within the sports/entertainment industries. Major topics include the negotiation process, promotions, public relations, market research and sponsorships.

Prerequisite(s): Junior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

**SEE4050 International Sports, Entertainment, Event and Venue Management**

This course is designed to encapsulate the student's sports, entertainment and event management academic experience. Students apply critical thinking and problem solving skills to current and potential sports, entertainment, event and venue industry issues. Emphasis is on applying managerial principles, professional communication and ethical practices within national and international venues and events.

Prerequisite(s): Junior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

**SEE4060 Sports/Entertainment/Event Management Seminar**

This senior-level course is designed to provide insight into the policy formulation and strategic management of recreation/leisure and sports/entertainment/event services. Utilizing case studies, realism is introduced into the classroom, improving the critical thinking and decision-making abilities of the student.

Prerequisite(s): Senior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

**SEE6000 Event Leadership and Planning**

This advanced course enables students to gain competence in the event management and planning process. Topics include research, design, planning, coordinating and evaluating events. Students gain knowledge of different event management models used by event leaders. Students also have the opportunity to assess the legal, ethical and risk management issues involved in the event management profession.

Prerequisite(s): Completion of required foundation courses.

Offered at Online, Providence

3 Semester Credits

**SEE6020 Event Operations & Risk Management**

This advanced course enables students to gain competence in the specific risk management, risk operations, risk assessment, planning and evaluative techniques used by professional event leaders to mitigate risk proactively. Students gain knowledge in risk management, risk operations, risk assessment, avoidance, planning and control of risk associated with events, and explore methods for eliminating, reducing and transferring these risks to improve the successful outcomes of their events. Students gain proficiency in assessing risk operations, understanding the liabilities of conducting an event, contract law, contractual responsibilities in planning and implementing an event, either for one's own organization, or acting as an agent on a fee-for-service basis.

Prerequisite(s): Completion of required foundation courses.

Offered at Online, Providence

3 Semester Credits

**SEE6040 Sustainable Event Management**

This course is designed to explore the pillars of sustainable event management solutions and their impact on large-scale live events. Analysis of sustainable event management areas such as energy, transport, water, and waste supply chains and their impact on live events are investigated. The purchasing processes as well as the use of products with low carbon footprints and their impact on the live event are explored.

Prerequisite(s): Completion of required foundation courses.

Offered at Online, Providence

3 Semester Credits

**SEE6060 Negotiations for Event Management**

This advanced course allows students to explore negotiation techniques in the event management process. Topics include sponsorship, sales, negotiations and contracting. Exposure to venue, food and beverage, speaker, and entertainment procurement, negotiations, contracting and management takes place. Examination is conducted on events, domestically and internationally, within both corporate and private sectors. This course also explores labor relations as it applies to event management.

Offered at Online, Providence

3 Semester Credits