

Sport/Ent/Event Mgmt (SEE) Courses

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. (OL)
Offered at Charlotte, Online, Providence, Providence CE
3 Semester Credits

SEE2030 The Business of the Entertainment Industry

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): BUS1001 or FSM1001 or FSM3001 or HOSP1001 or MCST1010 or MGMT1001 or SEE1001. (OL)
Offered at Charlotte, Online, Providence, Providence CE
3 Semester Credits

SEE2040 Outdoor Recreation Planning

This course provides an introduction to the concept of outdoor recreation, outdoor recreation planning and the specific use of our environment for recreation by individuals, private agencies and government agencies. The study of federal programs including the National Park Service is an integral part of this course.
Offered at Charlotte, Providence, Providence CE
3 Semester Credits

SEE2180 Sporting Activities in Private Clubs

The central purpose of private clubs is to provide benefits to members, including access to social and recreational facilities. This course offers students a deep exploration into the types of sporting activities offered to multigenerational and demographically diverse memberships. Students develop a proficient understanding of the sporting activity's purpose, rules, levels of competition, equipment, facilities, staffing, and safety concerns. Private clubs, which offer a particularly high level of membership attraction for particular sporting activities, are used to demonstrate fully developed and extensive programming.
Offered at Providence, Providence CE
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): EVNT2020 or FSM3001 or HOSP2011 or SEE2020. (HY) (OL)
Offered at Charlotte, Online, Providence, Providence CE
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): EVNT2020 or FSM3001 or HOSP2011 or SEE2020. (OL)
Offered at Charlotte, Online, Providence, Providence CE
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. (OL)
Offered at Charlotte, Online, Providence, Providence CE
3 Semester Credits

SEE3055 International Special Event Management

This upper-level course, taught only on a campus outside of the United States during a term abroad program, focuses on the development, planning and management of international special events. Emphasis is on research and development, site selection, social and cultural issues, marketing and sponsorship, and human resource management. In addition, the challenges presented by producing an event in a non-domestic venue are explored in detail.
Prerequisite(s): EVNT2020 or SEE2020, must be accepted in Study Abroad program.
Offered at Charlotte, Providence, Providence CE
6 Semester Credits

SEE3060 Concert and Event Production

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): MCST2010 or SEE2030. (OL)
Offered at Charlotte, Online, Providence, Providence CE
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. (OL)
Offered at Online, Providence, Providence CE
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. (HY) (OL)
Offered at Charlotte, Online, Providence, Providence CE
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): MRKT1001. (HY) (OL)
Offered at Charlotte, Online, Providence, Providence CE
3 Semester Credits