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## SECTION HEADING

### PHED 2020: Introduction to Event and Facilities Management

#### Description

Introduction to Event and Facilities Management introduces students to the study of the principles, guidelines, and recommendations for planning, constructing, using, and maintaining indoor and outdoor sport industry facilities. Also, students are introduced to grant writing for the purpose of learning funding mechanisms, when designing, maintaining, and growing of sports facilities and programs.

#### Credits

3

#### Prerequisite

PHED 1101

#### Corequisite

None

#### Topics to be Covered

1. Prospective in consumer behavior when dealing with event planning.
2. Building and event concepts as they relate to the sports industry.
3. S.W.O.T (Strength, Weakness, Opportunity, Threats) analysis as related to facility design and grant writing.
4. Licensure and branding with sports facilities.
5. Environmental issues when constructing and maintaining sports facilities.
6. Social media and public relations when planning events and designing and building of new sports facilities.
7. Legal aspects of managing sporting events along with the construction and maintenance of sporting facilities.

#### Learning Outcomes

1. Identify environmental issues and the effects they have on the sports industry.
2. Demonstrate appropriate communication skills necessary for the sports industry.
3. Define and demonstrate S.W.O.T (Strength, Weakness, Opportunity, Threats) analysis and explain knowledge of the four areas.
4. Define and describe the different areas of grant writing as it relates to the sports industry.
5. Define the legal aspects of licensing and branding as it relates to the sports industry.
6. Understand and demonstrate a knowledge of facility design through communication.
7. Demonstrate knowledge of event planning, organizing, and management through oral communication.

#### Credit Details

Lecture: 3

Lab: 0

OJT: 0

MnTC Goal Area(s): None