

SAM315: Sports Events and Operations Planning

The course is designed to provide sport administrators with the knowledge necessary for operating and planning sport facilities and events. The focus will be on organization and administration, including personnel and resource management, revenue resources, risk assessment, and event management, as well as facility design and maintenance. A variety of venues will be examined, to include indoor and outdoor stadiums, arenas, gymnasiums, athletic field complexes, and recreational centers.

Credit Hour(s): 3

Department: [Communication and Media Studies](#)