

AIM OF THE COURSE (*content and acquired skills*):

Sport / cultural events range from simple recreational contests / seminars to world championships, Olympic Games / big festivals. The aim of this class is to present to the students the procedures and practices followed for the organization of a successful sport / cultural event and make them able to manage such an event.

COURSE CONTENTS (*outline – titles of lectures*):

1. Introduction.
2. Evolution through the years.
3. Importance of events – Categorization – Product – Phases.
4. 1st stage: Investigation of the possibility to organize an event.
5. 2nd stage: Preparation (Committees – Sectors – Timetable – Actions).
6. 2nd stage: Preparation (Proclamation - Personnel).
7. 2nd stage: Preparation (Promotion – Communication – Marketing – Sponsorships).
8. 3rd stage: Development of partnerships.
9. 4th stage: Implementation of the event.
10. 5th stage: Conclusion / report on the event.
11. Various issues.
12. Presentation of papers.
13. Presentation of papers.

TEACHING METHOD (*lectures – labs – practice etc.*):

1. Lectures.
2. Discussions on issues presented in the class.
3. Guest speakers.
4. Writing and presentation of papers.
5. Participation in the organization of a sport / cultural event.

ASSESSMENT METHOD(S):

1. Active participation of students in class (10%)
2. Written essay (20%)
3. Presentation of essay in class (20%)
4. Written final exam (50%)

LEARNING OUTCOMES:

Upon the completion of this course the student will be able to:

1. Identify the 5 stages in the organization of a sport / cultural event.
2. Plan a sport / cultural event.

LEARNING OUTCOMES – CONTINUED:

<i>Learning Outcomes</i>	<i>Educational Activities</i>	<i>Assessment</i>	<i>Students Work Load (hours)</i>
Identification of the 5 stages in the organization of a sport / cultural event.	Lectures, discussions in class, visiting professor, study at home.	Questions in class.	30
Planning of a sport / cultural event.	Writing of an essay on the planning of a sport / cultural event.	Presentation of the essay in the class. Final exams.	30

	Participation in the organization of a sport / cultural event		
		TOTAL	60

OBLIGATORY & SUGGESTED BIBLIOGRAPHY:

1. Anestos, K., Gargalianos, D., Kanellopoulos, K. & Rigas, A. Guide for the management and improvement of local folklore museums, traditional places and cultural event – local celebrations. (e-class).
2. Ganatsios, G. & Gargalianos, D. (2008). Sport in local authorities. Athens: Charalambous (chapters 18, 19).
3. Farmer, P., Gargalianos, D. & Afthinos, Y. (2006). Sport facilities. Athens: Kleidarithmos.