

Business of Sport Events and Music Festivals

Module Guide 2020

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Module ID	
Academic Year	2019-2020
ECTS	4
Contact hours	70
Self study hours	40
Course site	Business of Sport Events and Music Festivals

Module overview

This guide gives you an overview of the summer course Business of Sport Events and Music Festivals

Content

The global Sport and Entertainment industries are more and more interlinked. Brands want to be associated with these industries in order to achieve their own marketing goals by getting closer to fans/audiences. Cities and countries are putting themselves forward in bidding procedures. Sport Events and Music Festivals are all striving to bring experiences in an innovative and relevant way and are facing fierce competition.

It was time for our dedicated team of the successful program **Minor Business of Sport and Entertainment** to take on a new challenge. We are very excited extending our activities now by offering a compact and focused **Summer Course Business of Sport Events and Music Festivals**. Two weeks of hard work and hard play to get you as equipped as you can be and in the meantime make friends for life as well.

Our philosophy: we will offer international students with a keen interest in Sport Events and Music Festivals business knowledge and insights via lectures, guest lectures, visits and a field trip. Practical tasks in class, assignments and an assessment will be combined with current literature and business reports.

1.2 Learning outcomes

#	You can:
1.	Recognize and describe current developments, stakeholders and different business models of Sport Events . Formulate and explain why and how cities or countries bid and host Sport Events, which different economic impact models are used and the role of legacies. Formulate and explain the shift from sponsorships into partnerships. Formulate and explain the role of sustainability in Sport Events. Formulate and explain legal issues when organizing Sport Events.
2.	Apply learnings from above topics on Sport Events via practical assignments, demonstrate creative thinking and formulate your personal opinion.
3.	Recognize and describe current developments, stakeholders and different business models of Music Festivals . Formulate and explain why we like Music Festivals and how they are marketed, branded and given an identity, the different ticketing and pricing tactics. Formulate and explain the shift from sponsorships into partnerships. Formulate and explain the role of sustainability in Music Festivals. Formulate and explain legal issues when organizing Music Festivals.
4.	Apply learnings from the above topics on Music Festivals via practical assignments, demonstrate creative thinking and formulate your personal opinion.

1.3 Learning activities

The course is run as a co-creation team with lecturers and students working closely together with a focus on Sport Events and Music Festivals. Lecturers will combine knowledge transfer with practical exercises in class.

Week 1: you will work after class on homework tasks and on an assignment regarding the field trip.

On the Monday morning of week 2 you will hand in your portfolio of 8 homework tasks and the assignment regarding the field trip.

Week 2: you will work in class and after class on a group assignment which will be combined with a group presentation and an individual assessment.

Additional learning activities extended version (6 ECTS) : Week 3 and Week 4.

You will write a paper on the current developments in Sport Events and Music Festivals with learnings from your literature review and expand on your portfolio of week 1 and individual assessment of week 2.

1.4 Teaching methods

Lectures, guest lecturers, company visits, field trip, in class practical exercises, homework tasks, assignment on field trip, group assignment, presentation group assignment, assessment on individual learnings.



1.5 Study materials & recommended further reading

Students are not required to buy any books or other study material.

Students have to bring a laptop to activities in class.

Required reading will be a combination of public available business reports and some extracts of books and current articles, amongst others:

TSE: report developing a winning sports event strategy

Nielsen: Commercial trends in sports 2018

PWC: perspectives from the global entertainment and media outlook 2018-2022

Pricing challenges in the Live Events Industry

People, Planet Profit, Chapters 1+2

Welcome to the Experience Economy, B. Joseph Pine II & James Gilmore, p 97-105

1.6 Assignments & assessment

Assignments / Tests	Weight (%)	Weight (extended) (%)
4 ECTS Individual portfolio (mandatory) homework tasks and assignment Group assignment + presentation (mandatory) Individual assessment (mandatory)	50% 25% 25%	
6 ECTS Individual portfolio (mandatory) homework tasks and assignment Group assignment + presentation (mandatory) Individual assessment (mandatory) Individual online assignment afterwards (mandatory)		30% 20% 20% 30%



1. Lesson Planning – minimum 70 contact hours – schedule subject to changes

Week 1 Day 1	08:00-09:00 Registration 09:00-10:00 Opening Summer School 10:00-12:30 Welcome and kick off Sport Events and Music Festivals (2,5) 12:30-13:30 Lunch (students and lecturers of Course Sport Events and Music Festivals) 13:30-16:00 Introduction Music Festivals, Why do we like music festivals? (2,5) 16:00-17:00 Dutch Culture (all students Summer School) 17:00- Drinks
Week 1 Day 2	09:30-12:30 Introduction Sport Events characteristics and current trends (3) + HOMEWORK task 1 12:30-13:30 Lunch 13:30-16:30 Music Festivals, the industry and innovations (3) + HOMEWORK task 2
Week 1 Day 3	09:30-12:30 Sport Events Legacy (3) + HOMEWORK task 3 12:30-13:30 Lunch 13:30-16:30 Music Festivals Business models and finance (3) + HOMEWORK task 4
Week 1 Day 4	09:30-12:30 Sport Events Economic Impact (3) + HOMEWORK task 5 12:30-13:30 Lunch 13:30-16:30 Music Festivals marketing, branding, identity (3) + HOMEWORK task 6
Week 1 Day 5	09:30-12:30 Sport Events Bidding process (3) + HOMEWORK task 7 12:30-13:30 Lunch 13:30-16:30 Music Festivals ticketing and pricing (3) + HOMEWORK task 8
Week 1 Day 6	12:00-24:00 Field trip + assignment under coaching of lecturer(s) (12 hrs)
Week 2 Day 1	09:00 by mail Delivery of portfolio homework tasks 1-8 + assignment field trip 09:30-12:30 Sponsoring and partnerships in Sport Events and Music Festivals (3) + class exercise 12:30-13:30 Lunch 13:30-17:00 Work session in class on group assignment (3)
Week 2 Day 2	09:30-12:30 Sustainability in Sport Events and Music Festivals (3) + class exercise 12:30-13:30 Lunch 13:30-17:00 Work session in class on group assignment (3)
Week 2 Day 3	09:30-12:30 Visit under coaching of lecturer + Guest lecture (3) 12:30-13:30 Lunch 13:30-17:00 Visit under coaching of lecturer + Guest lecture (3)
Week 2 Day 4	09:30-12:30 Presentations of group assignments (3) 12:30-13:30 Lunch 13:30-17:00 Final assessments of individual students by lecturers (3)
Week 2 Day 5	11.00 dead-line for putting the grades in the system (not on Thursday!) 11:00-12:30 Visit under coaching of lecturer(s) (1,5) 12:30-13:30 Lunch in town with students and lecturers Course Sport Events and Music Festivals (1) 13:30-16:00 Closing activities students and lecturers Course Sport Events and Music Festivals (2,5) 16:00 Certificate ceremony with all Summer School students 17:00 Farewell drink with all Summer School students

