

Faculty of Higher Education

Subject Code	EVE705
Subject Name	Sporting Events
Credit points	6
Study Level	Elective
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
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Subject Overview	<p>This subject differentiates sporting events from other events, particularly in terms of patronage, scale and complexity. It also seeks to address issues associated with sport in its broader context. In this regard, it examines the history, economics and politics of sport, and the links between sport, culture and society. It also provides students with an appreciation of the diverse range of activities necessary to effectively market, organize and co-ordinate sporting events. Venue visits, excursions and industry speakers will be utilized to provide students with an appreciation of operational realities and the context within which sporting events are conceptualized, marketed and managed.</p>
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Learning Outcomes	Assess the differences in sporting events from other events, particularly in terms of patronage, scale and complexity.
	Evaluate key issues associated with the history, economics and politics of sport.
	Critically analyse the relationships that exist between sport, culture and society.
	Evaluate key issues and strategies associated with the effective marketing of sporting events.

Assessments	Details	Weighting
	Case study report	35%
	Individual review on a type of sporting event	35%
	Group report and presentation.	30%

Graduate Attributes addressed in this subject	Preparedness
	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to synthesise and consolidate knowledge