TSTD 6282– The George Washington University  
Department of Management

**International Experience: Behind the Scenes at the 2020 Summer Olympic Games**

**Summer 2020: July 24 to August 7 (official course)**
**Additional IOC Data Collection**
**Optional July 21-23 and Aug 7-10**
**Tokyo, Japan**

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**REQUIRED READINGS**

Assigned Readings from websites below plus articles posted on Blackboard. Students must read TWO books related to the business of the Olympic Games. Ideally a recent one published 2016 or later and one published before.  
(Example of titles are listed on blackboard but students are welcome to identify other books that may be more relevant to interests).

[www.olympics.org](http://www.olympics.org) (The IOC web site is very comprehensive and serves as the most relevant resource for this course. There are a number of PDFs and links to great resources. Students must know the IOC organizational structure and funding sources; sponsors; Olympic Solidarity purpose, programs, and funding; Olympic Channel and Olympic Broadcast Service; Court of Arbitration for Sport; Youth Olympic Games; Women’s initiatives)

[Tokyo 2018 Games website](http://www.olympics.org) (Know about the origins and meaning of the Tokyo 2018 logo and mascots, sponsors, transportation system, legacy)

[Around The Rings](http://aroundtherings.com) (ID: delpy@gwu.edu – PW: olympic) – students should be checking this web site at least once per week between April and August to stay up on current events happening in the Olympic Movement and the 2020 Summer Olympic Games. The archives are a great source of info for term papers as well.
Objectives of the Course:

1. To provide the student with a theoretical and practical overview of the organizational requirements necessary for planning, marketing and hosting the Olympic Games.

2. To alert the student to social, political, and economic issues influencing decisions related to the design, organization, marketing and management of the Olympic Games.

3. To go behind the scenes and visit Olympic venues and hospitality areas to witness first hand the logistical planning, implementation, and creativity involved in the Games.

4. To study the marketing objectives and integrated strategies of Olympic sponsors and methods of measuring return on investment or objectives.

5. To gain hands on experience in market research data collection at Olympic Venues as part of an IOC research study on scoping of the Games and of Olympic spectators to understand their motivation and consumer behavior.

Course Method: The class will include daily lectures, group discussions and debates, guest speakers, public interviews, periodical reviews, data collection and analysis.

Student Options: If the International Olympic Committee (IOC) identifies a need for data collection and requests the assistance of GW students, the accepted students will be given the choice of either 1) collecting data for the IOC or 2) collecting surveys of spectators. For those who select IOC data collection, they will be required to participate in normal class activities when not assigned to a data collection shift. This may mean that they get up at 5am for a morning shift and when the shift finishes at 1pm they meet up with the class for afternoon lectures or site visit. OR If students have an afternoon/evening shift they join the class in the morning (e.g. 8am) and are excused for the afternoon/evening class activities but may be collecting data until 11pm. For those who choose not to be an IOC data collector, they should expect to be in class lectures or site visits from 8am-5pm and will collect spectator data in free time. NOTE: IOC data collectors will receive an IOC credential that allows access to Olympic venues,
transportation, workforce meals as well as an official uniform package and a housing subsidy (In 2018 $500). Those who choose not to collect IOC data will not receive a credential, uniform, meals, local transportation, or housing subsidy.

All students, regardless of the data collection option selected, will be required to complete the following assignments.
Assignments:
1. Each morning students are required to attend a group meeting at which a short lecture interspersed with discussion related to on-site observations and assigned readings will take place. Lecture topics are multidisciplinary in nature and include information concerning nation and brand marketing, project management, security, and sanitation, economics, political issues, and more. IOC data collectors excused if assigned to shift.

2. The students will keep a research journal/notebook throughout the course that will include the following categories. Students will also blog for GW or another social media site. Copies of blog entries should be attached to the journal/notebook:
   a. Career opportunities rendered by a multinational mega event.
   b. Integrated marketing campaigns implemented by corporate sponsors and countries (often National Olympic Committees and respective Tourism Boards). How creative and impactful were these campaigns and how well executed. Recommendations for improvements should be included.
   c. The economic effect on the city, region, county, individuals and associations involved. Students will study and compare previously determined or predicted expenses and revenues (as identified in the literature) against current figures provided to the students on-site through interviews with officials, administrators, sponsors, and local scholars, daily periodical reviews, and personal observations.
   d. Sustainability as it relates to the environment and long-term legacy of the event.
   e. General observations of the organizational structure and flow, plans, Implementation, facility design, traffic and emergency provisions, atmosphere both at the events and in the community.
   f. Notes from guest speakers
   g. Blog entries related to corporate, nation, and athlete branding during the games. Minimum of 10 blogs. Keep a copy of all blog entries and add to journal.

3. Survey visiting Olympic spectators to study their consumer behavior during the Games as well as satisfaction and motivation to attend the Games. All surveys must be entered into a surveymonkey URL (to be provided). IOC data collectors are excused from this assignment unless they want to complete for extra credit.
4. IOC data collectors will be assigned to different sport venues during competition times to monitor the usage of athlete, media, and VIP seats, security portals, workforce break rooms, and other aspects in order to better assist the IOC in planning for future Games.

5. Before departure, students will be required to attend a minimum of 3 lectures on campus or via distance learning regarding the history, organization, and marketing of the Olympic Games as well as training for the IOC Data Collection. A comprehensive exam will be given prior to departure to Japan based on the information discussed as well as the readings assigned.

6. Students will select a topic related to the Olympic Games (e.g., marketing of companies, athletes or countries through the games, social media, licensing, broadcasting, culture, volunteers, ceremonies) and write a term paper which requires a literature review of a minimum of 10 articles (at least one from a refereed publication), primary data collection on-site in Japan (a minimum of one personal interview), and examples of relevant material if applicable (e.g., copies of advertisements, publications, pictures). Paper length to be 10-20 pages. IOC and Spectator Survey results (if available) should be incorporated into paper and specific recommendations or solutions for future Games should be provided.
Evaluation:

Pre-Departure Exam (July 17 avail 6-10pm on blackboard) .................................................. 100

Journal, blog posts, lecture notes and participation .................................................................... 300
* 1/2 letter grade will automatically be deducted for each lecture missed beyond one unless prior approval
  * Minimum 10 appropriate and insightful blog posts
  DUE August 24th

Term Paper specific to one Olympic-related topic ................................................................. 300
Paper due dates:  
  Term paper outline w/ 8 reference due: June 15th 25 points
  First Draft (50% complete) due: June 29 75 points
  Second Draft (75% complete) due: July 13 100 points
  Final Draft due: August 24th (date extended to Aug 28th for those staying longer in Japan) 100 points

IOC Data Collection .................................................................................................................. 300
Responsible for working all shifts assigned, recording appropriate data in an accurate and timely manner, and submitting an evaluation of the data collection experience with recommendations for both the data collection process as well as actionable items for the IOC related to personal observations. Professional behavior is expected at all times whether on shift or off as IOC credentials are being worn and students are an extension of the IOC and GW brands. Evaluation DUE August 24th.

OR for Non-IOC data collectors - Spectator Surveys .............................................................. 300
Collect data from spectators who have traveled at least 50+ miles to attend the Games. Enter data into surveymonkey. Minimum 100 surveys collected and entered.
  * Two overall letter grades automatically lowered for falsifying any data information.

DAILY ITINERARY: (Subject to change based on speaker’s schedule)

NOTE: The daily itinerary will be different for each student based on your IOC data collection shift. If you are NOT collecting data, you are expected to participate in any lecture or class activity planned.

  8:00 – 8:30am   Breakfast lecture/group discussion

  8:30 – 9:00am   Travel to and prepare for speaker presentations/appointments
9:00 – 1:00pm    Meetings with Olympic and government officials, administrators, staff, volunteers, local scholars, sponsors, architects, planners.

1:00 – 2:00pm    Lunch (may miss lunch if lectures run over)

2:00 – 5:00pm    Tour facilities (if applicable) and additional lectures or volunteer at the USA House*.

Students have time for personal observations, spectator interviews, and an opportunity to attend events during the evening hours if not assigned to a data collection shift. Invitations to special events may be extended (each Olympic Games is different).

*USA House (the hospitality venue of the US Olympic Committee) may need volunteers. Students who express will be considered to volunteer during shifts that do not conflict with other responsibilities.

**Expenses:** (approximated): Tuition (3 credit hours) $5,000; Airfare $1700 (students can use frequent fliers or identify other ways to get to Tokyo, Japan by July 24th); Local transportation approximately $30 per day for train, taxis; Lodging & insurance $2,500 (students collecting data for the IOC will receive $500 reimbursement); Food approx. $50 per day based on personal preferences (students collecting data for IOC will receive food during shifts); and event tickets and merchandise (individual preference)

*Accommodations have yet to be determined but we will seek accommodations near a metro and try to keep the price at $175 or under per student.*