International Experience: Behind the Scenes at the 2018 Winter Olympic Games

Spring 2018: February 7-21 (Minimum 11 nights)

Pyeonchang, South Korea

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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 2014 or later and one published before. (Example of titles are listed at the end of the syllabus but students are welcome to identify other books that may be more relevant to interests)

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)

Pyeonchang 2018 Games website (Know about the origins and meaning of the Pyeonchang 2018 logo and mascots, sponsors, transportation system, legacy)

Around The Rings  (ID: delpy@gwu.edu – PW: olympic) – students should be checking this web site at least once per week between December to March to stay up on current events happening in the Olympic Movement and the 2018 Winter Olympic Games. The archives are a great source of info for term papers as well.
Expenses: (approximated): Tuition (3 credit hours) $4,500; Airfare $1500 (students can use frequent fliers or identify other ways to get to Seoul, Korea by February 9th); Local transportation approximately $30 per day for train, taxis; Lodging & insurance $1,074 (students collecting data for the IOC will receive $500 reimbursement); Food approx. $50 per day based on personal preferences (there is a small kitchen in each dorm room and students collecting data for IOC will receive food during shifts); and event tickets and merchandise (individual preference)

Accommodations at Wonju University dorms. Each room has:
- bunk bed
- Private Bathroom with shower
- Small kitchenette w/ small refrigerator/freezer, cook top, sink and microwave
- Small Desk
- TV
- Drawers and limited shelving space

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, 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 strategies of Olympic sponsors and methods of measuring return on investment or objectives.

5. To gain hands on experience in data collection at Olympic Venues as part of an IOC research study on scoping of the Games OR 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.
DAILY ITINERARY:  (Subject to change based on speaker’s schedule)
NOTE: The daily itinerary will be different for those students who are collecting data for the IOC compared to those who choose not to collect data for the IOC as data collectors will be assigned to different venues at different times and days. When not assigned to a shift, data collectors will be join the other students for meetings and visits.

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 (on own if they have a ticket) during the evening hours if not assigned to a data collection shift. Invitations to special events may be extended (each Olympic Games is different).

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 project management, security, and sanitation to marketing, economics, and political issues.

2. The students will keep a research journal/notebook throughout the course that will include the following categories. Students will also blog for GW, Sportsfanlive.com 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. The sociological effect of the Olympic Games on the people at the local, regional, and national level. Students will observe and interview event officials, employees, volunteers, sponsors and non-associated citizens in terms of
perceived benefits gained through the event. These include environmental impacts. Individual results will be compiled, compared, and generalized.

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. A written critique of the various marketing and special event efforts observed along with a list of suggested improvements.

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 (Not applicable to IOC Data Collectors)

g. Blog entries focus more on the fun, unique, human interest stories students may encounter (running into an Olympic athlete or their families; witnessing a historic event, eating or drinking “native” cuisine). Minimum of 10 blogs (6 blogs for IOC data collectors). Keep a copy of all blog entries and add to journal.

3. Students who choose not to collect data for the IOC will survey visiting Olympic spectators related to their consumer behavior during the Games and motivation to attend the Games. All surveys must be entered into a surveymonkey URL (to be provided).

4. Student who elect to collect data for the IOC will be assigned to different sport venues during competition times to monitor the usage of seats, hospitality venues, security portals, 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. A comprehensive exam will be given prior to departure to Korea based on the information discussed as well as the readings assigned.

6. Students will select a topic related to the Olympic Games (transportation, licensing, broadcasting, marketing, 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 Korea (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. Survey
results should be incorporated into paper and specific recommendations or solutions for future Games should be provided.
Evaluation:

FOR THOSE COLLECTING DATA FOR IOC

Pre-Departure Exam ........................................................................................................................................................................100

Journal, blog posts, lecture notes and participation .......................................................................................................................... 200
  • Minimum 6 appropriate and insightful blog posts
  • Content more on insights gained from IOC data collection

Term Paper specific to one Olympic-related topic ...............................................................................................................................300
Paper due dates: Term paper outline w/ 8 reference due: December 15th 25 points
  First Draft (50% complete) due: January 15th 75 points
  Second Draft (75% complete) due: February 1st 100 points
  Final Draft due: March 19th (date extended to April 1st for those staying longer in Korea) 100 points

IOC Data Capture project (collect data at Olympic Venues) .............................................................................................................400

FOR THOSE NOT COLLECTING DATA FOR IOC

Pre-Departure Exam ........................................................................................................................................................................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

Term Paper specific to one Olympic-related topic ...............................................................................................................................300
Paper due dates: Term paper outline w/ 8 reference due: December 15th 25 points
  First Draft (50% complete) due: January 15th 75 points
  Second Draft (75% complete) due: February 1st 100 points
  Final Draft due: March 19th (date extended to April 1st for those staying longer in Korea) 100 points

On-Site Spectator Data Collection & Entry
(minimum 50 collected) ......................................................................................................................................................................300
* Two overall letter grades automatically lowered for falsifying survey information.
LIST OF OLYMPIC BOOKS SINCE 2014


LIST OF OLYMPIC BOOKS PRE-2014


Huntsman, J. “Winners Never Cheat : Everyday Values We Learned as Children (But May Have Forgotten),” 2004.


Simson, V. and Jennings, A., "Dishonored Games" SPI Books, Toronto, Canada, 1995


Voy, R., "Drugs, Sport and Politics: The Inside Story about Drug Use in Sport and Its Political cover-Up, with A Prescription for Reform,” Leisure Press, Champaign, IL, 1991
