

**ANEQ 358 – Equine Event and Sales Management  
Syllabus – Fall 2017 (2 credit hours)**

**Catalog Description:** Emphasizes skills necessary to produce, organize, and promote equine events.

**Prerequisite:** ANEQ102

**Class Period:** Tuesday and Thursday: 12:00pm-12:50pm  
ETRC Classroom 101

(At least one horse sale field trip required and one weekend day event)

**Instructor:** Tiare Santisteven, [tiare.santistevan@colostate.edu](mailto:tiare.santistevan@colostate.edu), (970)491-8504  
Room 111, ETRC

**Office Hours:** By appointment

**Recommended Text:** Handouts and assigned readings provided by instructors

**Objectives:** Upon completion of this course successful students will:

- 1) apply skills in marketing, fundraising, leadership, teamwork and organization as it relates to basic equine event and sale management.
- 2) apply skills in organizing, managing, and conducting a variety of equine related events.

**Grading Criteria:**

1. Sale attendance and assignment	50pts
2. Event Production/Participation	100pts
3. Catalog & event assignments	50pts
4. Group manual and presentation	150pts
5. 2 Exams	100pts
<b>TOTAL</b>	<b>450pts</b>

**Grading Scheme:**

A = 90 – 100 %
B = 80-89 %
C = 70-79 %
D = 60-69 %
F = below 60 %

### Equine Event and Sales Management Weekly Schedule

Week 1 Aug 22 & 24	Syllabus, Review of Equine Events Overview of class event productions, groups and spring sales class
Week 2 Aug 29 & Sept 31 <b>Sept 2</b>	Effective Planning: governing bodies, structure, budgets, committees Pre-Show paperwork and applications <b>September 2 KeSa Quarter Horse Sale- required sale attendance</b>
Week 3 Sept 5 & 7	Work on Events Facility Selection
Week 4 Sept 12 & 14	Sponsorships for Equine Events Marketing <b>Event Assignment Due</b>
Week 5 Sept 19 & 21	Marketing continued, advertising, social media Ad design and layout and media kits
Week 6 Sept 26 & 28	Premium books/prize lists, sale catalogs, online entries Work on Events
Week 7 Oct 3 & 5	Catalog workshop w/ Dr. Denniston <b>Marketing Assignment Due</b> Contracts used in Equine Events
Week 8 Oct 10 & 12	<b>Exam #1, Table of contents and introduction due for group manual</b> Work on events
Week 9 Oct 17 & 19	Personnel/Staffing Volunteer Coordination
Week 10 Oct 24 & 26	Work on Events Final Preparations
Week 11 Oct 31 & 2 <b>Nov 4 &amp; 5</b>	Horse Show Manager Guest Speaker Understanding rulebooks and their importance <b>Consignment Tack Sale and Time to Ride</b>
Week 12 Nov 7 & 9	No Class due to weekend events Event Wrap Up
Week 13 Nov 14 & 16	Veterinarians roles in events (pre-purchase exams and FEI level competition) Facility Manager Guest Speaker
Week 14 Nov 28 & 30	<i>Presentations and manuals due</i> <i>Presentations and manuals due</i>
Week 15 Dec 5 & 7	Event Manager Guest Speaker <b>Exam #2</b>
Week 16	<b>Interviews for ANEQ359</b>

\* Late assignments and make up exams are not accepted unless *previously* arranged with instructor

\* It is the sole responsibility of the student to obtain information announced in class. Some, but NOT all, class notes will be posted on Canvas. **Should a student miss class, it is the responsibility of the student to obtain notes from a classmate. It is NOT the responsibility of the instructor to provide students with class notes.**

**\*All assignments unless stated otherwise need to be typed.**

## **COLORADO STATE UNIVERSITY ACADEMIC INTEGRITY POLICY:**

The CSU policy on academic integrity, found in the Student Rights and Responsibilities section of the University General Catalog (<http://www.catalog.colostate.edu>), applies to this course. All incidents of academic dishonesty (e.g., cheating, plagiarism, unauthorized possession or distribution of academic materials, falsification, facilitation of cases of academic dishonesty, etc.) may result in a failing grade on the relevant assignment, exam and/or for the course. Furthermore, all incidents of academic dishonesty will be reported to the Office of Conflict Resolution and Student Conduct Services. Students sign assignments and tests to declare that the work was completed independently and without unauthorized aid. This represents student commitment to honorable and trustworthy behavior, in the spirit of the Honor Pledge. The course instructor will list items such as class and study group notes, review assignments, formula sheets, and (or) tests from previous courses that can be shared without violating academic integrity.

**T.A. for Fall 2017:** Isaac Wilkinson [ilwilkin@rams.colostate.edu](mailto:ilwilkin@rams.colostate.edu)