

# Sports & Entertainment Marketing

## Course Description

Students will explore the intriguing world of sports and entertainment from a marketing perspective. Students will gain knowledge about marketing in areas such as college, amateur, professional sports, and entertainment events. In addition, this course will discuss topics such as the marketing mix, endorsements, public relations issues, entertainment profits, marketing plans, recreation marketing, and careers in sports marketing. Learn all the "behind the scenes" action of advertising to the sports and entertainment arenas.

## Classroom Guidelines

### Beginning Class:

- ✓ Student is to arrive on time to class every day. When the bell rings, you must be inside the classroom, not standing outside in the doorway.
- ✓ Student should immediately go to his/her assigned seat and get prepared for class to begin.

### During Class:

- ✓ NO students are allowed in the following areas of the room without permission: behind the teacher's desk, in the closet, in any cabinets, or at the teacher's workstation.
- ✓ ALL STUDENTS will respect each other, the teacher, and any substitute teacher that enters the classroom. Improper behavior, vulgar, or profane language will not be tolerated.
- ✓ DO NOT talk while the teacher, another student, or a guest is talking; this is discourteous behavior.
- ✓ If students are playing games on the computer or surfing the web during class time, they will receive a detention.
- ✓ Students are not allowed to have cell phones during the class period.

### Leaving the room:

- ✓ You will not be permitted to leave the room without a signed eHallpass.
- ✓ If you need to use the bathroom and feel you may be out of class for more than five minutes, you must go to the nurse's office and present a signed eHallpass for your return to my class.

### Homework:

- ✓ All assignments are on the Schoology calendar.
- ✓ Hand in all assignments by placing them in the specific class period bin.
- ✓ Check email and Schoology messages regularly.

### Make up work:

- ✓ If student is absent the day something is collected, he/she must hand it to me at the BEGINNING of class on the day he/she returns, or it is late, and he/she will earn a zero.

- ✓ Handouts, Rubrics, and material given out in class will all be available on Schoology.

**Grading:**

- ✓ Check your grades often on home access. If there is a problem, let me know immediately don't wait till the end of the quarter.
- ✓ You will be graded by total points. This course will be project based.
- ✓ It is important to type all notes and keep handouts. You will need a folder/binder.
- ✓ Participation is an important part of the learning process and is encouraged if it is done in a manner that is respectful of the classroom environment. While classroom participation is not considered a portion of the overall grade, points may be added for excessive participation at the discretion of the instructor.
- ✓ Cheating will not be tolerated. If a student is caught cheating, the student will receive a ZERO for the assignment and a DETENTION to a TWO DAY SUSPENSION.

**End of Class:**

- ✓ Lining up at the door is a fire hazard. Stay in seats until the bell rings.

*With everyone behaving responsibly and following the guidelines, this course will run smoothly and we will have an enjoyable class. 😊*