

Sports and Entertainment Marketing

Mr. Cain

Room 239 - South Campus

Room 158 - Central Campus

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Course Objective

The main objective for Sports and Entertainment Marketing is for students to understand the role of marketing in the sports and entertainment industry

Course Description

Sports Marketing will build upon the marketing knowledge base and provide an overview of all the issues faced by marketing managers within the sports industry and outside the industry who market through sports. Students will be introduced to the unique qualities of the sports product and also examine be introduced the marketing research, the promotion mix, and other marketing topics as they relate to the sports industry.

At the end of the semester, the students will be able to:

- Recognize the importance of the sports industry
- Complete a marketing research project
- Identify the 4 P's of Marketing
- Target an audience through the use of segmentation
- Develop print ad, radio and TV commercials
- List the steps to personal selling
- Create promotion activities for a sports team
- Develop public relations material for a sports team

Student Expectations

- Effort: Be respectful of others in the classroom, contribute to classroom discussions, volunteer answers to questions asked, use equipment in an appropriate manner, stay in seat until bell rings, not being on the Internet unless directed to do so
- Attendance: Prompt and regular attendance
- Preparedness: Come to class with materials, supplies, equipment, stay on task, follow directions, organizes and cleans up work station

Cell Phones and Back Packs

- Cell phones are ONLY allowed at the discretion of the teacher.
- Backpacks are not allowed in the classroom.

Substitute Teachers and Visitors

- Throughout the school year the need for a substitute teacher may arise, when and if this time does come students are expected to show and act with nothing but respect towards the substitute teacher. Any discipline that needs to be given will be done using the substitute's written explanation of the events.
- Visitors to the classroom should be treated with utmost respect. Visitors could include anyone from administration, colleagues, guest speakers, parents, evaluators or aides.

Tardiness and Absences

- Tardiness will be treated directly via the student handbook. (Get to class on time).
- Absent students are responsible for any missed notes, assignments, or assessments.
- Absent students are responsible to make sure they get any missed documents from the teacher.
- Missing Work and Assessments regarding absences will be handled in accordance with the District's Handbook.

- Makeup Dates can be scheduled with the teacher at any time both parties are available. This is a time students can come for re-learning or missed teaching.

Classwork

This class will involve many projects and presentations; also there will be minimal note taking and a great deal of online work looking at the trends in the sports and entertainment world. The class will also include many class debates and discussion. Students will be given class time to complete these assignments. Students will be responsible for work not finished in the class. If there are any problems or concerns with any assignment please contact me after class, through email or by telephone.

- I only accept assignments up to **one** day late and take off 20%. Any assignment handed in two days late will be a zero in my grade book.
- If you are absent on the day a large project is due you are still responsible to have it in on time.
- If you know you will be absent, you may ask for work one week in advance.

Daily Quizzes

At the beginning of almost every class, we will take a short 2 or 3 question quiz. The quiz will contain questions that are asked about what was covered in the previous class time. These quizzes are used to test understanding of the previously covered material.

Current Events

Present/Respond to current events in the sports marketing world

Tests/Quizzes

There will be a test/quiz after each unit for this class. There also will be a final.

Projects

There will be two major projects due this semester, with various parts due throughout the semester. There will be plenty of classroom time to complete these projects. With each project that is assigned, a rubric will be included.

Grading Scale and Reports

This class will be graded on a Total Points based scoring system. All points will be totaled and divided by total amount of points possible to be earned. We will be following the guidelines laid out in District 111 Grading Policy.

Each student will be getting mid-term report card sent to each parent/guardian directly electronically. These will inform on each student's progress in each class. This can also be checked at any time using PowerSchool.

A+: 100% - 97%

A: 96% - 93%

A-: 92% - 90%

B+: 89% - 87%

B: 86% - 83%

B-: 82% - 80%

C+: 79% - 77%

C: 76% - 73%

C-: 72% - 70%

D+: 69% - 67%

D: 66% - 63%

D-: 62% - 60%

F: 59% - 0%

Additionally, each student will be keeping an interactive portfolio that they will be able to show you exactly what they have been working on in class, the points they have earned/lost, and what this class has helped them learn over the course of the semester.

