

In this course, students are introduced to the industry of sports, entertainment, and event marketing. Students acquire transferable knowledge and skills among related industries for planning sports, entertainment, and event marketing. Topics included are branding, licensing, and naming rights; business foundations; concessions and on-site merchandising; economic foundations; human relations; and safety and security. Mathematics and social studies are reinforced. Work-based learning strategies appropriate include cooperative education, entrepreneurship, internship, mentorship, school-based enterprise, service learning, and job shadowing. Apprenticeship is not available for this course. DECA (an association for Marketing Education students) competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences.

Class Expectations

- **Be Prompt:** You should be in your assigned seat with all materials needed for class and ready to work when the bell rings. *Begin working on daily warm up upon entering the classroom.*
- **Be prepared:** You should have all materials with you when you come to class. This includes homework and preparation for class.
- **Be respectful:** You should respect students and teachers and their property as well as school property. This includes such common courtesies as politeness, raising your hand to be recognized, listening while others are speaking, remaining in your seat during presentations, and keeping the room clean. Students will be required to sign a statement adhering to the usage of hardware and software, including the internet.
- **Follow directions:** All students are expected to follow the above classroom expectations as well as any other directions for classroom or school activities on a daily basis.

Materials Needed

- *Binder-2" 3 ring* is a key to success.
- *Loose-leaf paper:* Paper with frayed edges will not be accepted.
- *Binder Dividers-* 5 tabs
- *Writing Materials:* Pens and Pencils.

Grading

Formal Assessments (Tests/Quizzes) ----- 70%
Informal Assessments (Classwork/Homework) ----- 30%

Missed/Late Assignments

It is the student's responsibility to speak with the instructor about any missed assignments. The assignment should be made up as soon as possible. No make-up work is accepted for a grade after 5 school days of your return to school. If an assignment is due on the date you are absent, it is due the DAY YOU RETURN. You do not get additional time to complete assignments that have been assigned before your absence.

Make-up Quizzes and Tests

It is the student's responsibility to schedule a time to make-up a test or quiz that has been missed due to absence. Make-up tests and quizzes will be made up before school, during lunch or after school - depending on instructor availability. The student will have 3 days to make-up the assessment.

Classroom Policies

1. No food or drinks will be allowed in class at any time. Water is allowed, but must remain at your desk during computer time.
2. Cell phones, headphones, and other electronic devices are to be used for educational purposes only and should be used only with prior authorization from the teacher.
3. When arriving to class be prepared, professional and positive. Have all necessary supplies and class work. You are to be in your assigned seat **BEFORE** the bell rings.
4. The daily agenda will be posted. Complete the **Bellringer** worksheet immediately. The warm-up will be posted.
5. Always raise your hand and wait to be called upon before speaking.
6. Class interruptions (sharpening pencil, talking, standing up, and walking around, throwing away trash) are unacceptable. Stay in your seat unless instructed to do otherwise. Take care of this entering/exiting class.
7. Respect fellow students, the teacher, and school property at all times.
8. Follow directions from the teacher carefully.

Discipline Procedure

The teacher reserves the right to discipline a student according to behavior. The student has a right to one verbal warning before action is taken in less severe cases. Consequences include, but are not limited to, movement to another seat, additional writing assignments, parent contact, and discipline referral. Arguing with the teacher is not permitted. If you feel that you are being treated unfairly, arrange to meet with the teacher after class. The teacher will make every effort to resolve a situation with a student without involving a third party.

Google Classroom

Every student will be required to use Google Classroom. This is a great online resource that help students stay organized. You can work on assignments and they are automatically saved on Google Drive. This is also helps cut down on copies and papers to get lost.

Tutoring/Knight Time/Contact

Tutoring will be held in Room B301 in the mornings from 6:55-7:15am and after school from 2:15pm- 3:00pm. Please make arrangements if these times are not convenient for you.

Knight Time remediation will be granted based on student need and teacher invitation. Teachers are no longer allowed to have study hall students in Knight Time.

The best way to contact me after school hours will be via email, suzannem.lauth@cms.k12.nc.us

Remind 101

I will use Remind 101 to send out texts with important class reminders from time to time. Please sign up for your class period.

Sports and Entertainment Marketing Period 2A, 3A, & 4A: text @sem234 to 81010

Sports and Entertainment Marketing Period 1B: text @sem1b to 81010

Scheduled Tests and Quizzes

The following are the objectives will be covered in class during the second semester. Objectives are grouped according to test or quizzes. Be prepared for additional quizzes throughout the course. Final Exams are State-made and comprehensive.

Unit 2	2.06 Data Collection Methods- Surveys: Formal Project will accompany
Test 4	3.01 Market Segmentation, 3.02 Advertising Media Types, 3.03 Components of Print Advertising, 3.04 Online and Mobile Advertising
Test 5	3.06 Email Marketing, 3.07 Email Marketing Components
Test 6	4.01 Appeal of Advertising, 4.02 Use of Celebrities in Promotion, 4.04 Event Programs, 4.05 Event Venues, 4.06 Venue Signage
Test 7	4.07 Ticket Pricing, 4.08 Sales Promotions, 4.09 Sales Activities, 4.10 Relationships with Customers

Please return this syllabus by Tuesday, January 26, 2016. A copy of the information provided is available on my website. Please keep this signed copy in your binder as a reminder and a resource.

Parent or Guardian signature: _____ Date: _____

Please **PRINT** Name: _____

Student Signature: _____ Date: _____

Please **PRINT** Student Name: _____