

# SPORTS MARKETING I

HSHS

SPRING 2017

## Welcome to Sports Marketing I class!

This course syllabus is your road map for navigating this course successfully. Please adhere to the policies and procedures outlined below so that we can maximize our classroom time and accomplish our learning goals.

### The Sports Marketing

#### Content:

You will explore a variety of concepts outlined below:

- Sport/Event Industry
- Target Markets and Marketing Information Management
- Branding/Licensing
- Stadium Considerations and Naming Rights
- Ticket Sales
- Promotional Plans and Advertising
- Sponsorships and Endorsement
- Selling

### Materials/Supplies Needed Everyday:

**3-ring binder (two inches thick)** – You will file and keep up with ALL returned work with this binder– if there is ever a question about your grade you can easily reference your rubric located in your notebook. Additionally, this will help you to review for the post-assessment test at the end of the course.  
**Pen** and/or **Pencil**– blue or black ink only.

## Daily Expectations

**Be prepared** for class by having all the necessary materials to have a productive day.

**Be on time**, in your seat and ready to work when the bell rings.

**Be willing** to participate in all class activities.

**Flashdrive** (recommended). Will create a Google Drive Account in class using WCPSS email.

**Earbuds/headphones** (recommended)

### Classwork/ Homework:

Classwork will be assigned daily. You are expected to work on SEM classwork ONLY during this class. You are expected to read the directions and work on your assignments during the designated classroom period. If you run out of time, you will complete your classwork assignments as homework.

### Quizzes/Reviews:

Students will take quizzes that cover course content and key vocabulary terms and will also be required to do review quizzes/activities throughout the semester.

### Major Tests / Projects:

Students will have three benchmark tests throughout the semester that will

cover course material. Additional tests may be given. Students will complete one semester long project and complete a virtual simulation project. Additional projects may be assigned throughout the semester.

### Rubrics:

Rubrics are assigned and collected weekly. Work will not be graded until the rubric is submitted. Please make sure to turn in rubrics on the week they were assigned to avoid late work penalties

### Grading Policy:

Your grades will be posted in Power Schools on a weekly basis. It is your responsibility to keep up with your grades. Check your Power Schools account regularly. **Final grade** is calculated as follows: 1st Nine weeks 40%, 2nd Nine weeks 40% & Final Exam 20%.

### Quarter grade breakdown:

- Classwork/Homework 30%
- Quizzes/Reviews 30%
- Projects/Tests 40%

**Be proactive** by checking your Power Schools account regularly.

**Be successful** and complete your assignments, ask for help when needed and attend tutorials when assigned!

**Be ethical** and do your own work ... always!

### IMPORTANT DATES

<b>Benchmark 1</b>	<b>2/23/17</b>
<b>Benchmark 2</b>	<b>3/23/17</b>
<b>Benchmark 3</b>	<b>4/27/17</b>
<b>Virtual Business Simulation</b>	<b>TBD</b>
<b>Fantasy Sports Team Project</b>	<b>TBD</b>
<b>Final Exams</b>	<b>First week of June</b>

### Make-Up Work:

Upon return from an absence, you have two (2) days to make up work for full credit for every excused absence provided you did not have advance notice of the assignment/test.

If advance notice was given, you are expected to turn in the assignment upon arrival to class or the specific date directed.

If you are going to be absent due to a special activity (field trips, music events, competitions, conferences, sports, etc.) you must turn in your assignment/take quizzes and/or tests ahead of time or the specific date directed.

You are responsible for securing make-up work from Canvas or by checking the handouts bin at the front of the room.

If there are extenuating circumstances surrounding an absence, please make an appointment with me to discuss the need for additional accommodations.



## Technology Usage

This course uses the computers and appropriate software/Internet sites **FOR CLASSROOM PURPOSES ONLY** on a daily basis. Please review/follow the guidelines outlined in the Acceptable Use Policy (AUP) in the Student Handbook to maintain your technology privileges.

## Printing

Printers should be used only for assignments related to the class and must be authorized for use by Mr. Will. Please review your work for spelling, grammar, formatting, etc. before printing to avoid being wasteful of our limited resources (paper & toner). If your file fails to print, DO NOT keep trying to print it - ask Mr. Will for help.

## Canvas

The course Canvas site features all assignments, warm-ups, tests and quizzes. If you are absent it is your responsibility to review the Canvas "Announcement" and the classroom website on the day you missed which bullets the assignments completed in class that day. It is your responsibility to access/complete your missed assignments. Tests and quizzes must be made up during tutorials.

## Quia

This course will utilize Quia for content and vocab reviews

## Remind

This course uses Remind for reminder messages for upcoming important dates.

## Passwords:

**Canvas (canvas.instructure.com)**

Username: \_\_\_\_\_

Password: \_\_\_\_\_

**Quia (Quia.com)**

Username: \_\_\_\_\_

Password: \_\_\_\_\_

**Google Drive**

WCPSS Email: \_\_\_\_\_

Password: \_\_\_\_\_

## Procedures:

**Preparing for Class:** Come to class with all your materials and assignments. Upon entering class, please sit in your assigned seat and place your book bag under the table. All food and beverage should be stored with your belongings or thrown away upon entering the computer lab; any student that is caught eating in class or drinking will be directed to tutorials where they may be asked to clean up the room.

**Preparing for Class Dismissal:** To maximize your learning, you are expected to work until the bell. You SHOULD NOT log off your computer or pack up until the bell rings or you are directed by Mr. Will. When the bell rings, you are expected to push your chair in.

**Late Work:** Turning in work late will result in a deduction of up to 8 points for each day it is late. Work is due when the bell rings; work not turned in at that time is considered late. To earn the maximum number of points, please be sure to come to class with your assignments completed. Note – late work may be accepted up until the next interim is issued or until the end of the quarter, after which the assignment grade will become a zero. Completed assignments turned in 5 or more days late will be a 60.

**Extra help:** Should you need extra assistance, my office hours are 7:00–7:20 in the morning by appointment. Please communicate in advance if you are coming – so I can ensure I am available.

**Bathroom requests:** A sign-out sheet will be provided at the front of the room. Ask for permission to leave the classroom and then put the time that you are leaving the classroom on the sign-out sheet and the reason for leaving the classroom. Upon returning to class, please put the time that you are reentering the class. Note – if you are headed to the restroom between classes and you may be late in returning, please check in with Mr. Will before you leave otherwise you will be counted tardy.

**Cheating or copying:** If you are suspected of cheating on a test, quiz, or computer work Mr. Will will confiscate any contraband as well as the assignment being completed. The student's parent or guardian will be notified and a discipline referral will be submitted. An alternate assignment may be completed for a maximum grade of 69 per school policy.

**Tardy Policy:** You will be counted tardy if you are not IN your seat when the bell STARTS to ring. Consequences of being tardy:

- 1<sup>st</sup> Unexcused Tardy – verbal warning from teacher
- 2<sup>nd</sup> Unexcused Tardy – 20 minute detention & parent contact
- 3<sup>rd</sup> Unexcused Tardy – 40 minute detention & parent contact
- Additional Tardies – Referral to administration & parent contact

**Trash/Garbage Disposal/Pencil Sharpening/Etc:** If you have something that needs to be disposed of, a pencil that needs to be sharpened, etc, please execute before the tardy bell rings, wait until the end of the period or until a class transition.

**Discipline:** Disciplinary issues will be handled in the same manner as tardies (1<sup>st</sup> offense – verbal warning, 2<sup>nd</sup> offense – lunch detention and parent contact, etc.) Serious offenses will be referred directly to administration.

**Directed Tutorial:** Tutorials are Tuesdays (A lunch) and Thursdays (B lunch). Tutorials are assigned weekly. You are expected to be on time and stay the duration of the tutorial assignment. Students who are not assigned tutorial may come in for additional help and/or to work in the computer lab. Please note – ALL students with missing assignments, regardless of grade in class, are assigned to attend Directed Tutorial. *Please note that directed tutorial assignments override club meetings*

**Rubrics:** Rubrics are designed to foster your organization in this class. Once rubrics are submitted, they will be graded and returned the following week. Missing assignments, practice quizzes, warm-ups and quia reviews may not be resubmitted. I will only grade your rubric ONCE.

**Warmups:** Daily Warmups are to be completed the day they are assigned. Failure to complete the warmup during the first 3 minutes of class will result in a zero warmup grade for that day.

**Substitutes:** You are expected to maintain positive work ethics and behavior when Mr. Will is absent. There should be no change in classroom procedures or routines when Mr. Will is absent. You will be held to high expectations and will follow all lesson plans and directives given by your substitute. Failure to comply will result in parent contact, detention assignment, and/or administrative referral.

**Guest Speakers/Visitors:** You will be respectful of all guests who visit our class. You will listen to their presentations and learn from the information they share. You will look engaged, ask questions, and appreciate the time they are taking out of their day to share their experiences with you. No heads on desk!