

SPORTS AND ENTERTAINMENT MARKETING I

HSHS

FALL 2019

Welcome to SEM 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 Endorsements
- Selling

Materials/Supplies Needed Everyday:

3-ring binder (1-1.5 inches thick) – You will file and keep up with ALL returned work with this binder. Additionally, this will help you to review for the post-assessment test at the end of the course.

Pen or Pencil

Flashdrive (recommended).

Earbuds/headphones
(recommended)

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.

CourseWork (30%):

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.

Electronic Rubrics:

All coursework assigned during a week will count towards one Rubric grade for that individual week. Different point values will be given for different assignments (notes, discussions, etc.). Rubrics will be entered into Canvas as an assignment where you will receive your total grade for the week.

Quizzes/Reviews/ Role Plays (30%):

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 including role-plays.

Major Tests/Projects (40%):

Students will take tests after each teaching concept covered in class. A midterm test will be given before the end of Quarter 1.

Any student who receives below a 70 on a test will be given an opportunity for a retake test. In order to retake, a student must attend 2 tutorials and have all missing work turned in.

Students will complete an Integrated Marketing Campaign Paper during the 2nd Quarter.

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%.

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

Quarter 1 **10/30/19**
Ends

Quarter 2 **1/27/19**
Ends

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 **Ask 3 before Me.**

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.

You will access Canvas through your WakeID Account. Please make sure to remember your login and password for this account throughout the year.

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. **THERE WILL BE NO FOOD ALLOWED IN THE COMPUTER LAB; LIQUIDS WILL BE ALLOWED AS LONG AS YOU HAVE A BOTTLE WITH A CLOSED TOP.**

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 10 points for each day it is late. Work is due by end of class on date given on Canvas. Work not turned in at that time is considered late. If an assignment is turned in 4-10 days late, the student will receive a minimum grade of 60%. All assignments turned in after 10 days will be counted as a zero. To earn the maximum number of points, please be sure to come to class with your assignments completed.

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/Leaving Room requests: First ask for permission to leave the classroom. Once you have been granted permission, you will need to fill out sign-out sheet. Once you have filled out sign-out sheet, you will need to grab one of the laminated bathroom passes before leaving. If students abuse a bathroom/leave request (found in location where they are not permitted, etc.) they may be subject to a discipline referral. 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. School policy states that you will not be able to leave the room during the first and last 10 minutes of class.

Cheating or copying: If you are suspected of cheating on a test, quiz, or computer work Mr. Will will confiscate 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 reduced grade.

Tardy Policy: Students are considered tardy if they are 10 minutes or less late to their class. If a student is between 10 and 45 minutes late, the student is considered skipping and a referral should be entered by the teacher and parent contact made. Unexcused tardy is entered for attendance purposes. If a student is more than 45 minutes late, the student will be marked absent from the class.

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 (1st offense – verbal warning, 2nd offense – lunch detention, referral to administration 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*

Electronic Rubrics: Rubrics are designed to foster your organization in this class. Once rubrics are submitted, they will be graded and returned electronically through Canvas. Please make sure to check these rubrics and Canvas for possible missing assignments before you receive a deduction.

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!