

# Sports & Entertainment Marketing

## Semester 1, 2016-17

Instructor Name:	<i>s. Bauerly</i>
Contact Information:	<a href="mailto:baauerly@apps.isd51.org">baauerly@apps.isd51.org</a> <i>Teacher Websites</i> <a href="http://baauerly.weebly.com">baauerly.weebly.com</a>
Office Hours:	<i>at school: 7:30am</i> <i>hour: 6<sup>th</sup> hour</i> <i>at school: by appointment</i>

### Required Text and Supplies:

*Textbook: Marketing Essentials (in class copy only)*  
*Textbook/folder*  
*Sharp Pencils*  
*USB drive*

### Course Description:

This course will help you develop an understanding of the marketing concepts and theories that apply to sports and entertainment events. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and implementation of sports and entertainment marketing plans.

### Course Objectives: (National Business Education Association Standards)

By the end of this course you will be able to do the following:

- Explain marketing and functions of marketing.
- Define and discuss the differences between sports and entertainment marketing.
- Demonstrate knowledge of product development, promotion, distribution, and pricing.
- Explain the relationship of marketing products through the sports and entertainment industry.
- Develop a marketing plan.
- Recognize and analyze various marketing events taking place in the sports and entertainment industry. gain an understanding of the importance of public images.

### Grading Scale:

A	100-94
A-	93-90
B+	89-87
B	86-84
B-	83-80
C+	79-77
C	76-74
C-	73-70
D	69-60
F	<60

### Class Policies:

Participation is mandatory. You have a difficult time passing this class if you do not participate. Participation includes complete in and out of class work, adding to class discussions, and asking/answering questions.

This is a high school course. As such I expect that you will take the course seriously and behave in a mature manner. This means you are expected to:

1. Be prepared.
2. Be on time.
3. Be respectful.
4. Give your best everyday.

As high school students I expect you to require very little redirection with regard to behavior. If you are violating any of the above expectations or creating an environment that is unsafe or is distracting to others who are attempting to learn you will be given a warning. If your behavior is keeping others from learning you will be asked to go to the office. Your parents will be notified of significant behavior issues. I sincerely hope I can focus all parental communication on positive achievements rather than behavior issues.

Excused absence: you have 2 days to make up any missing assignments from your absence. Beyond 2 days you will receive 50% credit.

Late work: 10% reduction day 1. 20% reduction day 2. Beyond 2 days you will receive 50% credit for late assignments.

My gradebook closes after each “complete unit”. Late work will not be accepted from previous units.

Academic dishonesty includes, but is not limited to:

1. Cheating on a test through the use of concealed answers, or copying another student’s work.
2. Copying an assignment or worksheet, or sharing information about an assignment or test.
3. Offering to another student the answers to an assignment, worksheet, or test, whether solicited or not, in written or verbal communication.
4. Lying to a teacher about academic activities.

Consequences may include, but are not limited to, having to redo the assignment or receiving a “0” on the assignment.

#### **Electronic Use Policy:**

Cell phones are not to be “seen” in my classroom. Cell phones will be confiscated until the end of the class period if visible. We are fortunate to have class in a computer lab. You do not need your cell phone to be successful in my class.

#### **Passes**

- Students need to ask to use the pass
- Sign out – place a checkmark by your name if you leave
- Students may use the pass up to 3 times during the semester. Unused passes will result in extra opportunities to retake previous assignments of any and all types.
- Only one person may use the pass at a time, you must have the pass to leave my room.
  
- Passes are Not allowed during a test, lecture, or video

#### **Bell**

- The bell will release you unless I am addressing the class, if so, I will release you.

- If ANY time is remaining, students must be in a seat and work on schoolwork.
- Students will not be allowed to congregate around the door waiting to leave, those who do will stay until the rest of the class has left.

### **Food and Drink**

- Food and drinks are not allowed, except beverages that can be closed.
- If any person spills at any time in my class, EVERYONE loses their drink privileges.
- Garbage left on the ground, does not matter why or how, also results in loss of drink privileges.

### **Music and Headphones**

- On many different occasions, music will be allowed. You will be allowed to listen to your own music as long as you have your headphones on you AND ASK me to use them. Do not ask for the pass to go get your headphones.
- Be prepared, bring all of your items to class, and if that includes your headphones, so be it.
- You are not allowed to use your electronic device to listen to music.

### **Recycling and Garbage**

- Use the blue bin to recycle paper
- Use the garbage for the rest

### **Drills: Fire, Weather and Intruder**

Fire - Take a left when exiting the room, head straight through the glass doors (#5), go across the road and wait for me as a class.

Tornado - We go to room 328

Intruder - remain silent, gather on the floor under the white board, not in front of the doors, no phones, I will lock the door.

### **Final Thoughts:**

You will notice there is an emphasis on personal responsibility in this course. As you are getting older your responsibilities will increase. You must pay attention to due dates and make sure you are consistently attending class in order to be successful. My hope is that in addition to learning the content you will learn and master valuable life skills that will serve you forever. My goal for this class is for everyone to be successful. Please do not hesitate to ask for help if you need it. I'm excited to get to know you and to have a fun and engaging year