**Sports and Entertainment Marketing I**

**Mr. Jamerson**

**Textbook:** Clark, Sobel and Basteri. 2006. Marketing Dynamics.

**Course Description:** This course introduces students to topics related to marketing in the sports and entertainment industries. We will consider the global economy with a broad perspective, and cover the marketing basics as well as significant business management issues. Participation in DECA leadership activities, conferences, competitions, and meetings in addition to projects, simulations and teamwork, provides the opportunity for application of instructional competencies.

**Course Competencies:** For the sport and event industry, students will be expected to understand

1. career planning
2. selling
3. promotion
4. customer relations
5. operations
6. marketing-information management
7. product/service management
8. pricing

**Grading Standards:** Each quarter grade is based on a combination of tests and quizzes, as well as projects, group projects, worksheets, homework, class participation, and a notebook. The semester and final grades are based as follows:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
| Final Grade | = | 1st 6 Weeks (25%) | + | 2nd 6 Weeks (25%) | + | 3rd 6 Weeks + Final Exam  (25%) (25%) |
|  |  |  |  |  |  |  |

This class will utilize the UCPS grading scale. Please note that **grading policies and percentages are subject to change at any time without notice**.

**Behavior and Procedures:**

* Come in and begin working on your journal entry for the question of the day
* Participate actively in classroom discussions
* Do your share on all group projects – each group member must have a role
* Complete all work in a timely fashion and to the best of your ability
* Use bathroom pass, trash can, and pencil sharpener during transitions only
* Follow all Marvin Ridge High School guidelines, policies, and procedures

**Class Materials**

* Fully charged laptop, power cord, and flash drive
* Notebook
* Pencil, pen, and highlighter

Mr. Jamerson

\*\*Failure to comply with policies and procedures will result in warnings, individual conferences, parental contact, coach/school counselor contact, and referral to administration.

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**Student Profile**

What are you most interested in learning in our class?

What hobbies or other activities do you participate in outside of school?

Student Name (Print)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent Name (Print)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent Contact Phone Number\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mr. Jamerson’s office hours are as follows:

Monday 3:00 PM – 4:00 PM and Wednesday 3:00 PM – 4:00 PM

I agree to the above:

Student Signature Date

Parent Signature Date