



## Sports and Entertainment Marketing

Mrs. Melissa Nicholas

704.753.2810 ext1522

Melissa.nicholas@ucps.k12.nc.us

# Welcome to the wide, wide world of Sports Marketing.

Students are introduced to the billion dollar industry of sports, entertainment and event marketing. Topics included are branding, licensing, promotion, pricing, naming rights, business foundations, concessions, on-site merchandising and human resources.



***Have Fun!***

***Learn something new!***

***Ask Questions!***

**Canvas and Assignments** : We use Canvas for EVERYTHING!! Assignments are listed in Canvas by date. If you miss school, YES, you need to make it up. **Substitute Assignments** are due the day they are assigned. You will not be able to make these assignments up if they not turned in on the day assigned.

**Canvas/Gradebook Codes**—You may see a code next your assignments in Canvas. This code may require action by you so please check your assignments often. 0: This assignment has not been submitted and can still be submitted for 40% credit with in 10 days. 1: This assignment cannot be made up. 2: Another student has submitted this exact same submission OR Your assignment contains inappropriate content. 3: This assignment has been submitted in the wrong place. RESUBMIT 5: This assignment has been submitted in the wrong format. RESUBMIT. 6: This assignment needs to be redone. 7: You were absent for this assignment. You have 3 days to submit the assignment for full credit.



**Ear buds**—Listening to music with ear buds while you work is permitted. No one else should be able to hear your music. You cannot use ear buds during lectures or at the beginning of class. Remove them completely from your ears. **Eating**—You MAY have a drink with a lid. **No Food is allowed.** **Cell Phones** are away—you may have your phone out to listen to music.

## **These are the basic policies for the class. Societal courtesies are also expected.**

You will need the book, *The Blind Side : Evolution of a Game* by Michael Lewis on **Feb 13**. The book is available at Barnes and Noble, Books a Million and Amazon in both new and used versions. While the book tells the story of Michael Oher, it also covers recruiting, NCAA rules, athletes, how data is used in sports, and the impact the NFL has on both college and high school football.

**Required Supplies**—Please bring in one sheet of foam board 20" X 30" and a package (20) of mini hot glue stick. Three pack of small jewelry boxes. Photos are available on the Canvas site. All are available at the dollar store.



**This is an honors course, expect the rigor to be that of any honors course.**

**Literacy will be a large part of the course.**

**Creativity is vital in marketing, be prepared to be creative.**

Please sign below as acknowledgement to these policies.

Taking this class makes  
you eligible to become  
a member of

Student Name \_\_\_\_\_

Student Signature \_\_\_\_\_

Parent/ Guardian Name \_\_\_\_\_

Parent Email \_\_\_\_\_

Parent Signature \_\_\_\_\_



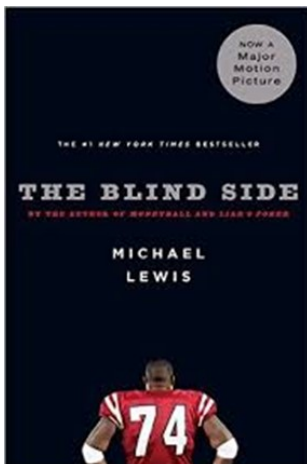
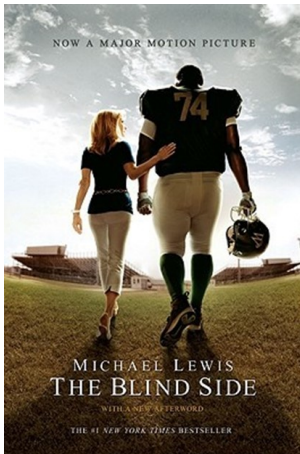
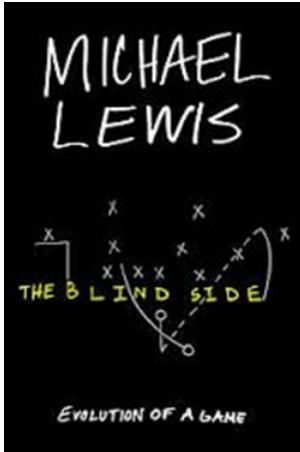
# You need

## *The Blind Side: Evolution of a Game*

### 20" X 30" foam board

### 1 pack of mini glue sticks

### 1 pack of three jewelry boxes



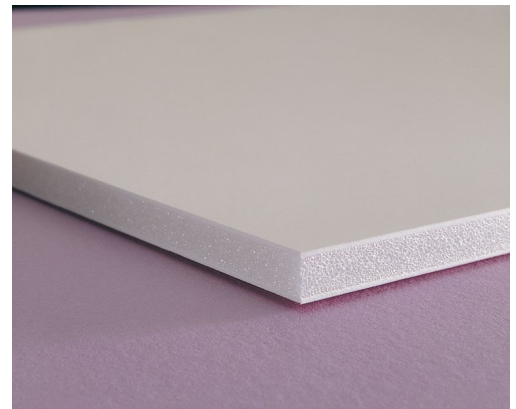
White Embossed Jewelry Boxes, 3-ct. Packs.  
Each pack contains boxes measuring  
3.75x5.5x1-in., 2.25x8x1-in., and 3.75x2.5x1-  
in.



<https://www.dollartree.com/White-Embossed-Jewelry-Boxes-3-ct-Packs/p305150/index.pro>

<https://www.amazon.com/Blind-Side-Evolution-Game/>

Each board begins with a 3/16" polystyrene foam core, laminated on either side with heavy Kraft paper.



<https://www.dollartree.com/Readi-Board-Foam-Boards/p16450/index.pro>

Mini Hot Glue Sticks, 20-ct. Packs



<https://www.dollartree.com/Crafter-s-Square-Mini-Hot-Glue-Sticks-20-ct-Packs/p330101/index.pro>