*Welcome to the wide, wide world of*

***Sports Marketing II****.*

**Course Intro:**

In this course, students acquire an understanding of sports, entertainment, and event marketing. Emphasis is on business management, career development, client relations, contracts, ethics, event management, facilities management, legal issues, and sponsorships. Mathematics and social studies are reinforced.

**Course Schedule:**

|  |  |  |
| --- | --- | --- |
| **Standard** | **% of Final Exam** | **Topic’s to be Covered** |
|  |  | Welcome, Introduction, Syllabus, Expectations, Procedures  |
| 1.00 | 30% | Understand product management, business law, economics, professional development, marketing-information management, information management, promotion, and selling for the sport and event industries. |
| 2.00 | 25% | Understand selling, promotion, and marketing-information management for the sport and event industries. |
| 3.00 | 31% | Understand customer relationships, quality assurance, pricing, product/service management, and financial analysis for the sport and event industries. |
| 4.00 | 14%  | Understand business decision making and marketing planning for the sport and event industries. |
| Final Review |  | Review for our Final Exams |

\**Dates and curriculum may change based upon student needs and can be changed at the teachers discretion.*

**Class Requirements:**

* Be on time to class, ready to learn! The tardy policy will be enforced.
* ***RESPECT-*** At all times respect is expected to be show to Mr. Beighle, your fellow classmates and anyone else who may be a guest to our classroom.
* Our “Classroom Policy and School Discipline Procedure” will be followed.
* Food is not allowed however students may have a drink with a lid. Failure to follow will result in said food or beverage being taken away.

**Supplies Needed:**

* You will need the book, ***Ice to the Eskimos*** : Jon Spoelstra by September 4th**.** The book is available at Barnes and Noble, Books a Million and Amazon in both new and used versions.
	+ Weekly Quizzes and Vocabulary work will be given over the contents of the book.
* ***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.
* **Writing/ Note Taking supplies** (blue/black ink, pencils and paper).
	+ I will have some extra on hand but the students are expected to have their own every day. Failure to do so may result in the student missing work that day.
* ***A flash drive (at least 4 GB).***
* Please bring in one sheet of foam board 20” X 30” and package (20) of mini hot glue stick. Both are available at the dollar store.

**Grading:**

 The semester will be broken down into three segments that each account for 25% of the students final grade. The final quarter of the grade will come from the final state exam. Grades will be given through the various evaluation techniques listed below.

State Required Exam: This is a test given at the end of the course and will count for 25% of your final grade.

**Evaluation Technique:**

Students all start the semester with a 100%, but will need to work hard in order to keep your A. Assessment techniques include:

|  |  |
| --- | --- |
| * Daily points
* Professionalism
* Test
* Research
 | * Participation points
* Group Projects
* Quizzes
* Presentations
 |

**Students borrowing work, sharing work or plagiarizing may be given a ZERO!!!!!**

***\* All students are required to abide by the UCPS Internet Acceptable Use Policy.*** Computers are for educational purposes only and all district guidelines for Chromebook and computer usage will be followed.

*Please sign below as acknowledgement to these policies.*

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

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

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

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

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