**Sports and Entertainment I Syllabus**

**Course 6670**

**E-mail-** [**robertg.cullip@cms.k12.nc.us**](mailto:robertg.cullip@cms.k12.nc.us)

**Course Objective –**

In this course, students are introduced to the industry of sports, entertainment, and event marketing. Students acquire transferable knowledge and skills among related industries for planning sports, entertainment, and event marketing. Topics included are branding, licensing, and naming rights; business foundations; concessions and on-site merchandising; economic foundations; human relations; and safety and security. Mathematics and social studies are reinforced. Work-based learning strategies include cooperative education, entrepreneurship, internship, mentorship, school-based enterprise, service learning, and job shadowing. Apprenticeship is not available for this course. DECA (an association for Marketing Education students) competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences.

**Course Units:**

* UNIT 1: career planning, marketing, product management, selling, promotion, and customer relations for the sport and event industries
* Unit 2: operations and marketing-information management for the sport and event industries
* UNIT 3: marketing planning and promotion for the sport and event industries
* UNIT 4: selling, promotion, product/service management and pricing for the sport and event industries

**Methods of Learning**

**Course Work:**  ***Warm-ups-*** daily journaling, ***Guided Lesson-*** class notes, ***Study Guides-*** test review***,* *Benchmark Assessment-*** premeasuring tools, ***Class Assignments-*** individual assigned work, ***Group Assignments-*** mini projects, and ***Quizzes.***

**Application Project:** Summative assessment of Unit skills learned in the form of an individual project.

**Theory Test:** Summative assessment of the chapter theories learned in a unit.

**Mid Term Exam:** Summative assessment of the theory objectives from Unit 1 & 2.

**Final Exam:** Summative assessment of the theory objectives from Unit 1, 2, 3 & 4.

**Course Grade** **% of Grade**

Informal Grades 30

Formal Grades 70

Mid-Term 20% of 1st or 3rd quarter grade

Final Exam 20% of overall grade

\*\*\*2017-18 CMS grading standards\*\*\*

**Grade Scale:**

A 90-100 B 80-89 C 70-79 D 60-69 F <=59

**Projected Schedule of Study**

|  |  |  |
| --- | --- | --- |
|  | **Unit 1: Understanding career planning, marketing, product management, selling, promotion and customer relations for the sport and event industries** | **Concepts: Marketing career choices, economics, product mix strategies, acquiring product knowledge, business image, sales promotion activities, conflict resolution and sales process.** |
|  | Unit 2: Understand operations and marketing-information management for the sport and event industries | Concepts: organizational skills, project-management skills, data collection methods, secondary marketing data and evaluate research |
|  |  |  |
|  |  |  |
|  | **UNIT 3: Understand marketing planning and promotion for the sport and event industries.** | **Concepts: target markets, promotional channels, advertisement’s components, direct marketing, marketing communications, building a brand and media planning &placement** |
|  | **UNIT 4: Understand selling, promotion, product/service management and pricing for the sport and event industries.** | Concepts: sales processes & techniques, sales promotion activities, publicity, positioning business image, pricing, pre-sales activities and customer relations |
|  | Tutoring will be held in MC-26 on Wednesday mornings from 6:30am-7:00am and Thursdays from 2:15pm-3:00pm |  |

**Projects**

It is my goal to announce any projects at least one week prior to their due dates so that students can plan their schedules and gather necessary materials in a reasonable time.

**Attendance**

Refer to the CMS attendance policy. S**tudents with more than 10 absences in the semester will not receive credit for the course regardless of their grade.** *After a third absence on a formal assessment or project, the student will require a doctor's note or receive a 0 on the missed test.  After the third absence projects that are due must be delivered to you by someone on the due date or the project will receive a 0.*

**Academic Dishonesty:** Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and or referral for disciplinary procedure. For this class, it is permissible to assist classmates in general discussions, study guides, and other group work. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned projects, assignments, and tasks.

|  |  |  |
| --- | --- | --- |
| **Assignments**: All assignments are due at the beginning of class on the date due. Late submission of assignments may be assessed a penalty of 10% per day.  **Missed Classes**- **Makeup Work**  Makeup work must be completed within 5 school days of an EXCUSED absence. After 5 days, 5 points will be deducted for each additional late date (max 40 points). If the absence is unexcused, work must be made up by the day after it is given or points will be deducted. Makeup work is the student’s responsibility, not the teacher’s. Makeup tests will only be given by appointment, not during class time.  **DECA**- is a student-centered organization whose program of leadership and personal development is designed specifically for students enrolled in marketing education classes through competitive events, community service, and leadership activities. DECA provides the opportunity to apply essential standards and workplace readiness skills through authentic experiences. **EACH STUDENT IN THIS CLASS WILL BE ENCOURAGED TO JOIN THIS CLUB.** |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

|  |
| --- |
| **PLEASE COMPLETE AND RETURN THIS PAGE TO MR. CULLIP**  **By signing below I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ am stating that I have read the course syllabus and agreed upon classroom rules. I agree to be an active participant and complete all assignments to the best of my ability. I understand that this course will require some internet research. It is my responsibility to ensure that if I do not have access to the internet that I use the school media center, public libraries, or other resources within the timelines given for an assignment.**  **\_\_\_\_\_ (Initial) I give permission for my work and name to be displayed on a class webpage as an example of outstanding work.**  **\_\_\_\_\_ (Initial) I have purchase class materials and will bring them to class every day: 3 ring binder w/ pockets, college rule loose leaf paper, pencil & flash drive.**  ***Please Sign and Return to Mr. Cullip***  COURSE  **Sports & Entertainment Marketing** BLOCK **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  STUDENT\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  PARENT Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  PARENT E-MAIL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ PHONE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  |

**CLASSROOM PROCEDURES**

**Entering Class**

Only students who have COMPLIED with the CMS CODE OF CONDUCT and school dress code will be admitted to class!

**Assignments**

1. Students are expected to turn in all assignments on time.
2. Students are expected to arrange with the teacher a time to make up missed assignments.
3. Missed assignments must be made up within 5 days after returning from an **excused absence.**

**Students will not talk when**

1. The teacher is talking.
2. A student is asking a question.
3. A visitor is in the room.
4. An announcement is being made over the PA system.
5. Taking a test.

**Tardiness**

1. Students should read and ADHERE TO THE TARDY RULES IN THE STUDENT HANDBOOK. LATE ARRIVALS WILL NOT BE ADMITTED WITHOUT A NOTE.
2. Students are considered tardy if they are not inside the room IN THEIR SEAT and are actively participating in their warm-ups within 3 minutes of the bell ringing.
3. Tardy student will report to lockout and makeup all course work for the class day including notes.

**Specific classroom rules**

* Bring to class daily 3 ring binder, college rule loose leaf paper, pencil, highlighter & Flash drive.
* **Only 2 MINUTES** before the bell student may begin to clean & pack up.
* Students may **NOT** line up at the door awaiting the bell.
* Computer Lab: follow all rules concerning the hardware and software as directed by the teacher.
* Signed MPHS Agenda must accompany student when exiting during the classroom time.
* Electronic devices will only be allowed at times as directed by the teacher.
* The internet may not be used unless it is for designated assignments.
* Use of cell phones unless designated for assignments may result in the collection of the device.
* Bathroom usage will be granted in an emergency only.