

SPORTS ^{AND} ENTERTAINMENT MARKETING

Welcome to **SEM I!** I hope we will have an exciting semester, and look forward to working with each of you to begin looking at careers in marketing. I have a passion for sports and business and want to help you with your career goals, or !

This course is designed to introduce students to the industry of sports and event marketing. Competencies for this course include understanding the fundamentals of sport and event marketing, data in sports marketing, branding and promoting sports and events. This class will have a Performance Based Measurement as proof of learning. You will be required to make class and final presentations. Accommodations will be made if you have an IEP or 504 accordingly.

CLASS MATERIALS:

- Chromebook/charger daily!
- Folder with pockets or prongs
- Personal earbuds if needed
- Pens/Pencils

Grading:

Classwork(HW)/Quizzes	1X
Projects/Tests	2-3X

FINAL GRADE CALCULATION:

Semester grade	75%
Final Exam	25%

I encourage all students and parents to utilize Infinite Campus to monitor and check their grades. Grades are updated weekly. Late work receives a grade of 60 or below. Any grade is better than a 0!



In **Sports and Event Marketing 1** WE TALK SPORTS AND ENTERTAINMENT. You will learn the basics of what it takes to PLAN, ORGANIZE, and HOLD an event of your choosing. Your Project Event is your Final Exam – so no 100 Question Exams at the end of the semester.

Some of the topics we will discuss are:

- Creating Your Own BRAND
- Career Opportunities In Sport And Event Marketing
- Why People Attend And Participate In Sports And Events
- How to Choose The Correct People You Want To Attend Your Event (Target Market)
- Different Trends In The Sport And Event Industries.
- All The Different Types Of Merchandise You Can Sell That Relate To Your Event-Brand
- How To Obtain Sponsorships – Endorsement
- Licensing – Trademarks - Logos
- Promotions – Different Types Of Ads and Ad Media
- Using Digital Media – Social Media, Podcasts Etc - To Promote Your Events

Absences:

If you are absent it is **YOUR RESPONSIBILITY** to see what work you missed. All assignments will be in GOOGLE CLASSROOM. **It is important to have good attendance because every day missed puts a student behind and makes it difficult to catch up.**

Behavior Expectations:

- Be respectful to everyone at ALL times
- No cellphones during class instruction- you will be required to store yours in the classroom at the start of class
- Follow Directions
- Bring all materials and come prepared to class
- Have a positive attitude

Attendance Policy:

Haywood County Schools' policy #4400 specifies that a student with more than six (6) absences in a block course during a semester will not receive credit for that class. In order to be counted present for a class, the student must meet the attendance requirements established by the school.

Any student absent more than six (6) days, excused or unexcused, in any class in a semester will need to follow the protocol below to ensure they do not fail due to attendance.

- Students with greater than 6 absences, but less than 10 absences will need to complete make-up time for absences 7, 8 and 9 during the attendance make-up blocks provided by the school.
- Students with 10 or more absences must make up time for absences 7, 8 and 9, and complete an appeal form to be considered by the attendance appeal committee.

Tardy Policy

Students arriving late cause a disruption, which takes away from other students as well as their own education. When a student is late to school, he/she is to report to the ISS

Room (L3) to sign in and receive an admit slip. Once a student exceeds 6 please refer to Student Handbook procedures for the next steps

Contact Information

Best way to communicate is through email: jmathers@haywood.k12.nc.us

My Schedule:

1st period- Planning

2nd Period- SEM I

3rd Period- SEM I

4th Period - Leadership Honors

THS - 828-456-2408

By signing below I am aware of this syllabus, parent portal (Infinite Campus), and Google Classroom.

Student Name: (please print) _____

Student Signature: _____

Parent Signature: _____ Date: _____

