



Sports & Entertainment Marketing Classroom Policy & Syllabus

Welcome to my classroom!! I'm looking forward to a fun and successful year and hope you will learn and grow in my class.

BHS Credit:

1 Semester Elective Course Grades: 10, 11, 12

1 Credit

Course Description:

Explore the intriguing world of sports and entertainment from the perspective of marketing. Sports and entertainment topics are used to learn foundational marketing concepts. Emphasis is on sports and entertainment as a business, marketing strategies, communication, sales, promotion, advertising, international business, and e-commerce. Marketing functions are incorporated throughout the sports and entertainment industries and are the perfect vehicles to highlight how marketing plays out in our everyday lives.

Performance Indicators—MN Frameworks:

- MM05.10.01 Access, process, maintain, evaluate, and disseminate marketing information to assist with business decision-making.
- MM05.10.02 Communicate information about products, services, images, and/or ideas to achieve a desired outcome.
- MM05.10.03 Identify, select, monitor, and evaluate sales channels.
- MM05.10.04 Analyze characteristics of endorsements which make them effective in promoting a product or event.
- MM05.10.05.01 Compare and contrast corporate sponsorships and partnership opportunities for event or sports promotion plans.
- MM05.10.06 Gather, access, synthesize, evaluate, and disseminate marketing information for use in making business decisions.
- MM05.10.07 Establish and adjust prices to maximize return and meet customers' perceptions of value.
- MM05.10.08.01 Develop a promotional marketing plan.

Tentative Course Outline:

- Marketing Strategies
 - PI MM05.10.01, MM05.10.02, MM05.10.06, & MM05.10.08.01
 - Marketing Basics
 - Segmentation & Targeting
 - Positioning
 - Quantitative & Qualitative Market Research
 - Name Brand vs Generic Taste Test

- Secondary Market Research
- Logo Design
- Product Design & Marketing Strategy
- Consumer Behavior
 - PI MM05.10.01
 - Factors That Influence Consumers' Buying Behavior
 - Low-Involvement vs High-Involvement Buying Decisions
 - Consumer's Decision-Making Process
 - Stages of the Buying Process
- Pricing Strategies
 - PI MM05.10.07
 - Pricing Strategies Show & Tell
 - Pricing Strategies Quiz
- Promotion
 - PI MM05.10.02, MM05.10.03, MM05.10.04, MM05.10.05.01, & MM05.10.08.01
 - Advertising - Inform, Persuade, Remind
 - Sales
 - Public Relations
 - Branding
 - Sponsorship
- Product
 - Product Line Extension & Product Launch
- Distribution
 - Analyzing a Company's Distribution
- Social Media Marketing
- Local Restaurant Marketing Challenge - Capstone Project
 - PI MM05.10.01, MM05.10.02, MM05.10.03, MM05.10.06, MM05.10.07, & MM05.10.08.01
- Final Project - Dream Team

Class Materials:

Bring your textbook (if one was assigned), Chromebook, something to write with, and something to write on. You may be considered tardy if you come to class unprepared. Some classes may need specific materials, which we will discuss in class.

Course Content & Assignments:

See my website www.lbrainerd.com and click on the appropriate course to find all the class information. Course resources will also be available on Google Classroom.

Grading:

Grades will be calculated as a percentage based on the weighted categories of Learning Progress (**projects**, tests, quizzes, assignments, practice), Participation (soft skills, in-class work, partner/group work, practice), and Final Assessment. The following weighted category percentages and grading scale will be used:

80% Learning Progress

10% Participation

10% Final Assessment (Final Exam category name in Skyward)

A	93% - 100%	C	73% - 76.99%
A-	90% - 92.99%	C-	70% - 72.99%
B+	87% - 89.99%	D+	67% - 69.99%
B	83% - 86.99%	D	63% - 66.99%
B-	80% - 82.99%	D-	60% - 62.99%
C+	77% - 79.99%	F	Under 60%

- Late assignments will be accepted at reduced credit (soft skills). No late or makeup work will be accepted after the second to last week of the semester.
 - Late and makeup work will **only be updated a few times** during the semester.
- Not all assigned work will be graded, but completion is expected.
- All final projects/tests need to be satisfactorily completed in order to **receive credit for the course**.
- **Academic Integrity:** Plagiarism and cheating are serious offenses and may result in failure on an exam, project, or assignment for everyone involved. Students may be subject to further consequences or disciplinary action.
- **Mastery Learning:** Students may be allowed to retake tests/quizzes depending on material and teacher discretion. Students may be allowed to resubmit projects/assignments. Students need to meet with the teacher to receive feedback and identify improvements before resubmitting work.

Policies:

- **Attendance & Makeup Work:** Students will have the number of days of excused absences plus two days (for example 3 days of excused absence will give the student 5 days) to make up the work missed. After that time, the student will receive partial credit on the work unless arrangements have been made. If you are absent, your name must appear on the attendance list or you will need to present a pass upon admittance to class to be considered an excused absence. **Unexcused absences (skipping)** will result in significantly reduced credit for participation, class work, tests/quizzes, and any assignments that were due that day. If you are gone, it is **your responsibility** to ask for assignments and other information that you missed.
- **Tardy:** Any student who shows up to class within the first five minutes of class will be tardy. You need to be in your seat when the bell rings.
 - 1st Tardy - Warning and teacher/student discussion
 - 2nd Tardy - Teacher/student discussion, possible parent contact
 - 3rd and 4th Tardies - Teacher/student discussion, lunch detention, written referral, parent contact
 - 5th + Tardies - Teacher/student discussion, written referral, referral to be dealt with by administration.
- **Food & Drinks:** Approved SNACKS may be allowed.
 - The policy is meant to protect technology & respect food allergies.
 - Snacks should not be messy or disruptive.
 - Drinks need to be in a closed container.
 - NO meals: 2nd Chance Breakfast & Lunch

- Abuse will result in no food, drink, or candy being allowed in the classroom without the teacher's permission.
- **Personal Electronic Devices (PED):** BHS has adopted a phone free policy. Personal electronic devices, like phones, will only be used when directed to do so by the teacher. PED should be kept in lockers, backpacks, or the classroom **charging station (BYO block and cord)** when not in use. A classroom is a professional environment, and we will focus on the appropriate use of professional devices. PED guidelines in the Student Handbook will be followed. Improper use of PED may result in disciplinary action according to BHS policy. Communicate with me if you need to use your PED in an emergency situation. We will discuss being **'present'** with PED usage.
 - *The instructor will track how often students are distracted by devices in class. This includes using phones, headphones, Chromebooks, classroom computers, or other devices at a time or in a way that is not appropriate. Each semester students will have a set number of days to lose. Once all days are lost, students will be required to keep their device in a phone holder when they arrive at class and/or be subject to other consequences related to the distraction (for example a behavior report for games).
 - *Students may be issued a ticket for violations, which would require them to bring their device to the office to be picked up at the end of the day.
- **Classroom Technology:** Be 'present' with classroom technology. Constant 'distractions' and misuse of computers may result in disciplinary action.
- **Music:** Music (**not video**) may be allowed during **work time** at the teacher's discretion (based on effort and behavior). If curating music becomes a distraction, this privilege will be lost. Music volume should not distract other students. Headphones need to be used when listening to music and should be **put away until the appropriate time**. Headphone/music violations may result in disciplinary action according to the BHS PED policy.
- **Hats & Hoods:** Hats/hoods may be worn during class unless otherwise directed.

Procedures:

- Class begins and ends with the teacher. When you come in, be ready to start and don't pack up/leave until excused by the teacher.
- Information will be posted on Google Classroom when I am gone.
- Use your hall time wisely. Any student who must leave the classroom will be required to get a hall pass from the teacher and leave their PED in the charging station. Always ask permission to leave the room and don't interrupt to do so. One person is allowed out of the room at a time.
- Clean up your work area before you leave. Don't leave trash & personal items. Log out of your machine.
- When I raise my hand, I'm waiting for your attention.
- I can only be in so many places at one time. Use your resources.
- Stay in your seat throughout the class period, and avoid cross classroom conversation.
- Tests/Quizzes - It needs to remain quiet until everyone is finished with their test/quiz. After finishing your test/quiz, turn it in and begin your assignment, work for other classes, or quiet activity. Those that are talking during a test may receive reduced credit and/or disciplinary action.
- We will discuss emergency procedures for our room.

Student Expectations:

- The Golden Rule: Treat others as you would like to be treated.
 - Be kind, help others
- Show Respect: The teacher (games, talking, sleeping), the school & **equipment**, your peers (personal space, kindness), and yourself. This one expectation covers all of your behavior in class and any misbehavior often falls under this rule.
- Only one person should be speaking at any given time.
- Any other school rules that apply.

Discipline: All school rules apply within the classroom. Students are expected to show respect and display appropriate behavior at all times.

1st Offense: Warning

2nd Offense: Conference with student

3rd Offense: Conference with parents

- If behaviors continue, students will be sent to the office and/or referred to administration.
- In cases of a **severe infraction**, a referral to the office will be made immediately.

A classroom is an environment that is always changing. In light of that, this policy may change and grow with the classroom and students throughout the year.

The easiest way to get ahold of me is through email. I am available before school from 7:45 - 8:10, and after school from 3:15 - 3:30. Please check with me ahead of time, otherwise I can't guarantee I'll be in my room.

To digitally sign that you have read and understand this policy please click [here](#) or go to www.lbrainerd.com, click on Courses, and then click on Student & Parent Policy Digital Signature.