Sports & Entertainment Marketing
Course Syllabus (2026-2027)

Instructor: Mr. Oriente **Email:** loriente@bhprsd.org

Class Info: Room G103

Course Description

Sports and Entertainment Marketing will build upon the essentials and basic principles of the Marketing course by concentrating on a multi-billion dollar industry. The course is project-based and focuses on real-life business examples and perspectives. Students will examine the industry's economic impacts, licensing agreements, merchandising, branding, and promotion.

Course Topics

Unit 1: Fundamentals of Sports and Entertainment Marketing This unit introduces basic marketing concepts and defines and explores the value of sports and entertainment marketing. It defines sports marketing and entertainment and explains the value of both to the economy. The effects of advances in entertainment technology on entertainment marketing will be explored. Students will define profit, explain the profit motive, and describe types of economic utility. Lastly, students will explore the broad scope of sports and entertainment as a worldwide industry with many segments.

Unit 2: Product and Service Management This unit focuses on sports and entertainment as a product and provides a deeper understanding of its channel management. It defines the product mix and describes product enhancements and extensions. Students will discuss the bottom line for sports and explain the high cost of sports and entertainment events. The unit describes the stages of the product life cycle and explains how products are positioned in the marketplace for sports and entertainment. Students will explain channel management, global distribution channels, and legal and ethical considerations in channel management. Students will describe the use of channel management and compare physical distribution to the use of social media and other technology. Students will be able to discuss channel management strategies for entertainment and the management of costs related to channel management. This unit explains distribution strategies of amateur, collegiate, and professional sports.

Unit 3: Promotion of Sports and Entertainment Marketing This unit begins with an in-depth look at promotion. Students will discover various promotional strategies and articulate the goals of promotion for sports and entertainment products. Students will also examine the various elements related to advertising and sales. Topics such as sales strategies, career skills for successful salespeople, and the sales process will be Sports and Entertainment Marketing, August 2021 discovered. Furthermore, there will be discussion on promotional planning, the event triangle, publicity, sponsorships, and the value of involvement at award shows.

Unit 4: Marketing Plan This unit introduces students to an in-depth look at incorporating the core marketing standards into a detailed marketing plan. The unit explains the importance of marketing planning and describes the information needed to begin. The unit describes marketing objectives and strategies, explains how a sports property can be used as a part of marketing strategy, and discusses entertainment marketing strategies. It discusses the importance of having a marketing position and describes the components of a marketing plan.

Unit 5: Career Outlook in the Industry This unit discusses specific laws and legal issues that affect sports and entertainment businesses. The unit describes a wide range of careers available in sports and entertainment marketing and explains the skills and preparation needed. It lists and describes three national student professional organizations and explains the benefits of involvement in student professional organizations.

Required Materials

Students MUST bring **ALL** required materials to class each day. Failure to do so will affect the student's participation grade.

Hall passes will **NOT** be issued if something is forgotten.

- **Notebook**
- **Folder**
- **Pencil or pen**
- ***CHARGED* Chromebook**

Grading Distribution

Major Assessments	**70%**
Minor Assessments	**30%**

Grading Information

Grade	Percentage
A	**93-100**
A-	**90-92**
B+	**87-89**
B	**83-86**
B-	**80-82**
C+	**77-79**
C	**73-76**
C-	**70-72**
D+	**67-69**
D	**65-66**
F	**Below 65**

Chromebook Rules

- Chromebooks must be brought, ***charged***, to every class
    - Your cell phone doesn't replace your Chromebook
- While using your Chromebook for assignments/projects, the Internet may only be used when required (no games, drawing, etc.)
- My classroom is not a time to use your Chromebook to finish other work or study for quizzes/tests
- Students are not permitted to leave class to print a document

Cell Phones & Other Electronic Devices

- Cell phones, and other electronic devices, are a disruption to classmates and a temptation for unethical academic behavior—so keep in mind this policy will be strictly enforced.
- Students are not permitted to listen to music, watch (or make) Tik Toks or spend time on social media, play games, message friends, call friends, send messages to coaches, facetime peers, etc…
- You will be required to enter the classroom and place your phone in the provided pouches.
- If for whatever reason a phone is not put into an assigned pocket for the class, any student found with one out after this point will receive a referral for insubordination – use of a cell phone. The VP will then follow the Code of Conduct:
    - **1st Offense – Parent Contact**
    - **2nd Offense – 3 Lunch Detentions**
    - **3rd Offense – 2 After-School Double Detentions**
    - **4th Offense – 2 Saturday Detentions**
    - **5th Offense – Parent Meeting, RISE, and Yondr pouch**
- If you are using the bathroom or there is a fire/evacuation drill, you must keep the cell phone in the pouch. Any student attempting to grab their phone on the way out of the classroom will receive a referral to their VP.

Daily Attendance

- You are expected to be on time every day when our class meets. I will document absences and tardies and send a referral to your VP to inform them of your absence or lateness.
- Leaving class for unnecessary, extended periods of time will count as a "cut" and you will be referred to your VP for cutting class. `

Hallway Passes

- School policy states that you cannot leave class in the first 5 minutes or last 5 minutes of class.
- You are not permitted to leave class without your ID.
- Only one person may be out of the classroom at a time.

Class Seating

Students are to sit in their assigned seat. Seats will be assigned and rearranged by the teacher. No student should take it upon themselves to move their seat; it will result in consequences.

Honor Code & Academic Integrity

Cheating is cheating. Cheating and plagiarism will ***NOT*** be tolerated. Any resource material, human or textual, must be *clearly* cited. Please refer to the full *Academic Integrity Statement* and *District Honor Code* (can be found on district/school website) for further clarifications and possible consequences.

Below are some Academic Integrity/Honor Code reminders:

Homework/Classwork

Homework/classwork is assigned as a means of reinforcing classroom instruction and is often used as an indicator of student comprehension or progress.

Honor Code Violations

- copying or paraphrasing all or a part of another's homework.
- allowing another to copy or paraphrase your work.
- receiving help on assignments that have been identified as work to be done solely by you. Example: take-home tests.

Penalties

- no credit or a zero
- notification of parent or guardian, guidance counselor, vice principal, Honor Society adviser

Tests

Obtaining help or giving help prior to or during a test or quiz is considered cheating.

Honor Code Violations

- passing test questions or answers to students in your class or in another class.
- receiving test questions or answers from students in your class or in another class.
- copying someone else's answers.
- allowing someone to copy your answers.
- possessing or using "crib" or cheat sheets.
- obtaining a copy of the test or quiz before it is administered.
- attempting to gain an unfair advantage before or during a test, such as looking at another student's work; turning around, leaving books or notes open; signaling, deliberately and repeatedly choosing to miss classes through unexcused absences, lateness to school, or early dismissal to avoid taking a test or handing in an assignment.

Penalties

- no credit or a zero
- revocation of Renaissance Card or ineligibility for Renaissance Card
- notification of parent or guardian, guidance counselor, vice principal, Honor Society adviser.
- loss of membership in National Honor Society or loss of admission to NHS
- disciplinary action by vice principal

AI Policy
Students who violate the departments or teacher's directive on using AI will be subject to the consequences according to the Policy 5701, Academic Integrity and the District Honor Code, which includes mandatory report of an Honor Code violation and assignment grade penalty. Violations may include, but not limited to, areas such as academic integrity, bias, inaccuracy/misinformation, copyright/licensing unknowns, privacy violations, and equity of access.

Students using AI to purposefully create misinformation or to misrepresent others with the intent of harming, bullying, or intimidating and individuals(s); using AI with confidential student or staff personal information; and other prohibited behaviors and/or conduct listed in Policy and Regulation 2361 – Acceptable Use of Computer Networks/Computers and Resources will be held accountable in accordance with Policy and/or Regulation 5600 Student Discipline/Code of Conduct.

Late Work Rules

- Students must submit work in accordance with posted deadlines and specifications, regardless of class meeting dates.
- Should a student fail to submit work by the due date, the teacher will post make-up dates in the "parent comments" section of the gradebook.
- Assignments submitted after the due date will incur a 10% reduction per school day for up to five school days (regardless of meeting dates)
    - After the 5th day it is an automatic ZERO

  1st Late Day: 10% reduction
  2nd Late Day: 20% reduction
  3rd Late Day: 30% reduction
  After the 5th day: ZERO

Extra Help
If you have problems or concerns with any assignment we are working on for class, please let me know! If you need extra help, all you need to do is ask. You can email me at **loriente@bhprsd.org**. I will respond between the hours of 7:00am and 2:10pm Monday through Friday.

Digital Citizenship, Google, & Chromebooks

Digital Citizenship
Digital citizenship is defined as the norms of appropriate and responsible behavior with regard to technology use. Please consider your digital citizenship and the Black Horse Pike Honor Code as this course utilizes technology more and more. Google classroom and the use of an individual Chromebook may be at the forefront of your educational experience this year, but we are going to ask you to provide a "professional courtesy" when your full attention is needed for direct instruction or class discussion. By this, I mean to please either close your Chromebooks fully or put them at "half-mast" and give the teacher your complete attention.

Google
- **Google Classroom:** Students must use their BHP email to join the online classroom for this course and to submit assignments. Through the online classroom, students will have access to assignments, announcements, and resources.
    - USER: firstinitiallastnamelast2digitsofstudentid@students.bhprsd.org
    - Password = network password used to login to your laptop
- **Google Drive:** Students will use Google Drive to organize all files.

Google Sign-On
Students should always use the "Google sign in" option when signing into a third-party site that is being used for academics, such as Nearpod, Wizer, Quizlet, etc. (This eliminates the need to remember multiple passwords and allows these sites to be used easily with Google Classroom.)

Classroom Expectations

You are expected to follow **ALL** the rules of Highland High School. Refer to the student handbook with any questions. You are also expected to:

- Be in your seat and working on the Do Now Question(s)/Activity when the bell rings.
- Be prepared every day with all materials, an open mind, and a good attitude.
- Take notes and participate in the lesson/activity.
- Cell phones will be put on mute and placed away in designated area in classroom. Refer to cell phone policy section.
- Earbuds/headphones are to be **removed** upon entering the classroom.
- Grooming is **not permitted** in class. This includes hair care and applying make-up or lotions (please keep in mind that many people have allergies to certain scents.)
- Keep it clean. If you borrow any materials (such as markers or scissors) it is your responsibility to return them to their original locations. Any pieces of scrap paper or trash is to be thrown out, not left out on the desk or below it.
- No food will be allowed in class. You may have a drink on your desk but be mindful of your desk partner's space.
- Bookbags and handbags are to be stored in your locker or placed under the desk/seat.
- Do not line up at the door towards the end of class. All students are to ***remain seated*** until the bell rings for class dismissal.
- Teacher's Desk - absolutely no student is to sit at the teacher's desk for any reason. Also please ***respect*** all classroom accessories the way you would your own personal belongings.
- Work together!