



# SPORTS AND ENTERTAINMENT MARKETING



Teacher: Mrs. Binkerd  
Units of Credit: .5 (semester class)

- **COURSE PHILOSOPHY:** This is an introductory course which will help you develop an understanding of the marketing concepts and theories that apply to the sports and marketing industries. This course will also cover the components of promotion plans, sponsorship proposals and the key elements needed in sports marketing plans. The skill standards learned will prepare you in marketing and business fundamentals and will allow you to participate in DECA (An Association of Marketing Students) where you can apply the principles learned in the classroom to real-world situations.
- **COURSE OVERVIEW:** Units will be done outlining the state core curriculum. Through activities and lessons students will develop an understanding of the following things:
  1. Discover the world of sports marketing
  2. Appreciate the fan's role in sports marketing
  3. Assess the role of corporate partners (sponsors)
  4. Understand the importance of event marketing
  5. Discover the elements used in developing a promotion mix to market sports businesses.
  6. Determine the purpose used in developing a sponsorship proposal to attract people
  7. Learn the processes used in developing a sports marketing plan for a team or event.
  8. Participation in DECA
- **COURSE EXPECTATIONS:** Being held responsible for your own actions helps to produce your CHARACTER. If a strong character is sought after, these principles will be easily obtained and exceeded by each one of you.
  1. **INTEGRITY:**
    - You will be required to do all of your own work. Cheating is not tolerated!!
    - All assignments must be saved on your individual file at the school to prove ownership of your workConsequences:
    - First offense: All involved will receive a "0" for the assignment that cannot be made up.
    - Second and all sequential offenses: Same as first offense and parents will be contacted.
  2. **ATTITUDE:**
    - Attendance:
      - Attendance is part of your grade and is very important. The Springville High School attendance policy (refer to the student handbook) will be enforced in the classroom.
      - Punctuality is very important in the class. Any work missed due to an unexcused absence/tardy cannot be made up.
    - Preparedness:
      - Be prepared every class period with the following items:
        1. Notebook
        2. Pen or Pencil
        3. Any required handouts for the applicable unit
        4. Any other required supplies assigned for projectsConsequences:
      - Periodic check-offs will be done for preparedness and points will be given. If you are not prepared, you will not receive points.
  3. **DETERMINATION:**
    - 100% effort should be given every class period.
    - Being on task is required during the entire class time. Participation in class is essential.
      1. Internet or email usage without teacher approval during class is not allowed. On-line chatting of any kind is not permitted at any time.
      2. You are not allowed to listen to or download Internet music, or videos including "mp3" files.

3. Downloading or playing any unapproved games during class is also not allowed.
4. The use of unapproved electronic devices are not allowed in the classroom.
5. Certain electronic devices are to be used only during the appropriate times designated during class.

Consequences:

- First offense: Student will be warned and participation points will be taken away for the day.
- Second offense: The electronic device will be confiscated and given to the administration
- Continual offenses: The student will be sent out in the hall for being disruptive, receive a zero in participation for the day, and receive a zero for all points earned in the class that day (assignments, exams, etc.)

4. **GOALS:** My main goal is for everyone to come away with a grade that they feel proud of. I would like each of you to set your expectations high enough to earn an “A” out of the course. This is how it is done:

- I will accept all work for the unit that is being taught throughout the whole unit for full credit. After the unit is completed, no more work for that unit will be accepted.
- Make-up work is due within five school days of an **excused** absence for full credit. It is your responsibility to find out what was missed (located on the school shared drive).
- No make-up work will be given or credit received for unexcused absence.

\*If **every** quiz, exam, assignment, and project is turned in at the end of the term, you will receive an automatic 1/3 final grade jump (i.e. B+ to an A-).

- Grade scale and breakdown:
  - 40%- Assignments/Notes/Projects
  - 30%-Exams & Quizzes
  - 15%-Attendance
  - 15%-Participation

A = 95 - 100%

B-= 80 - 84%

D+= 67 - 69%

A-= 90 - 94%

C+= 77 - 79%

D = 65 - 66%

B+= 87 - 89%

C = 75 - 76%

D-= 60 - 64%

B = 85 - 86%

C-= 70 - 74%

F = 59 - 0%

• **FINAL TIDBITS**

1. State Competency Exam: At the end of the course you will be required to take the State Competency Test for Sports Marketing.
2. NO food or drink is allowed by the computers. A place will be appointed in the lab to place these things as you walk in.
3. Lab hours: I will be in the lab both before and after school. The lab is open from 7:30 – 8:00 a.m. as well as from 2:30 – 3:00 p.m. and I will be there to offer assistance to any one.
4. Quizzes or assignments may be exchanged and scored by other students in the class.
5. You may lose Internet, email rights and/or be asked to transfer out of the class at any time if there are continual problems regarding the course expectations or discipline problems.
6. Any willful damage done to the computer lab is contrary to State Law. It is very costly and will be dealt with through the administration.

• **DECA INVOLVEMENT WITH THE CLASS**

DECA is an international association of high school students studying marketing, management and entrepreneurship in business, sports, finance, and marketing sales and service. Different activities within the Marketing curriculum will be based around developing projects to compete for DECA.

As the advisor, I encourage all of my marketing students to join DECA. It is a great organization to be a part of where you compete with other schools in the state in all different aspects of marketing and business. You will also acquire presentation skills that can be an asset for the rest of your life. The dues are \$20 to be paid at the Finance Office. This is optional, but strongly encouraged for the class.

# SPORTS MARKETING COURSE CONTRACT

The disclosure document outlines the overview and expectations for this course. After you and a parent/guardian have read this, please sign below indicating that you understand the document.

I in turn will do all that I can to keep my side of the contract. I will work my hardest in helping you to succeed. Signing this tells me that you will work your hardest in the classroom applying your Integrity, Attitude, Determination, and Goals to earn a grade that you can feel proud of.

**IF YOU HAVE ANY QUESTIONS FOR ME, PLEASE CONTACT ME:**

**-TELEPHONE: (801) 489-2870 BETWEEN 7:30 A.M. – 3:00 P.M.**

**-EMAIL: ([shauna.binkerd@nebo.edu](mailto:shauna.binkerd@nebo.edu))**

**-WEBSITE: <http://my.uen.org/103791>**

**YOU WILL EARN 30 POINTS WHEN THIS FORM ON MY WEBSITE IS FILLED OUT ELECTRONICALLY BY \_\_\_\_\_ . IF THE FORM IS SIGNED AFTER THE DATE INDICATED, YOU WILL ONLY RECEIVE 15 POINTS.**

**PLEASE FILL OUT THE DICLOSURE DOCUMENT FORM  
ELECTRONICALLY THROUGH MY WEBSITE:**

**<http://my.uen.org/103791>**