WELCOME TO SPORTS AND ENTERTAINMENT MARKETING

This is an introductory course which will help students develop an understanding of the marketing concepts and theories that involve sports and sporting events. In this course will learn about the components of promotion plans, sponsorship proposals and the key elements needed in sports marketing plans.

ATTENDANCE

Attendance is critical in Sports and Entertainment Marketing. Much of the class is spent learning about tools and techniques used in marketing that obtain to the sports industry. With daily activity and time for one-on-one help, it is critical that you attend class each day. You will develop skills additional in leadership and teamwork.

Students are welcome to come during these times to do make-up work and receive one-on-one help if needed.

This gives students 4 ½ hours of lab time to make-up missing work.

Open lab hours are from 7:25 a.m. - 7:55 a.m. and after school until 3:00 p.m. Monday through Friday. Wednesdays the lab will not be open after school, due to collaboration.

CLASSROOM RULES

1. Be on time and prepared.
2. Respect others and their property.
3. ABSOLUTELY no food or drink in class at any time.
4. Please come to class appropriately dressed and groomed. No hats.
5. Cell phones, iPods, or other electronic devices must be turned off and put away during class time.
6. Hall passes are for emergency use only.
7. Use all equipment properly

GRADING INFORMATION

94-100 = A  73-75 = C
90-93 = A-  70-72 = C-
87-89 = B+  67-69 = D+
83-86 = B   63-66 = D
80-82 = B-  60-62 = D-
77-79 = C+  59-0 = F

GRADING CRITERIA

Participation/Attendance 20%
Test/Quiz 30%
Assignments/Project 50%
GRADING POLICIES

Participation (20% of Grade) - Participation will be based on attendance, time on task and preparation.

- Participation – Each day you can earn or lose 30 points depending on your time on task and preparedness during class.
- Absences – Every day you are not here (excused or unexcused) you can lose 30 points. You are held accountable for being here everyday and doing your work.
- Tardies – You will lose 10-15 of your participation points each day you are tardy.

Test/Quizzes (30% of Grade) - Make-up are due within 10 school days of an excused absence. No make-up for unexcused absence or tardies.

Assignments (50% of Grade) – It is expected that assignments will be turned in on time. Due dates and deadlines will be posted far enough in advance for you to get your work in on time.

- I will accept work for the unit that is being taught throughout the whole unit for full credit. After the unit is completed no credit will be given for work.
- Make-up work is due within 5 school days. Of an excused absence for full credit. It is your responsibility to find out what was missed upon returning to school.
- No make-up work will be given or credit received for an unexcused absence, tardiness, or truancies.

CLASS WEBSITES

Main Class Website - A website has been created so students can check to see what they miss while absent. They will also be able to download and printout worksheets and/or notes that are handed out during class. There will also be a calendar to show due dates and upcoming events.

The website can be accessed by going to:

www.missbeck.org

Parents and students, familiarize yourself with the website, it will be a great tool for you.

CANVAS – CANVAS is a learning management software that will be used for this class. CANVAS will be used to submit assignments electronically online and take tests & quizzes. CANVAS will also have assignments instructions and be the driving force for due dates and upcoming test dates. Announcements will also be sent from CANVAS and be broadcast onto the website for parents to view.
Sports and Entertain. Marketing Course Contract
Springville High School

Please be aware that because of the nature of computer classes, all computer work needs to be made-up in the school computer labs and saved to the student's individual drive.

Students are expected to do their own work, cheating or plagiarizing is unacceptable. If you copy the work of someone else, or allow someone to copy your work, you will both receive a zero for the assignment and parents will be contacted.

We have carefully read and understand the rules and policies presented in this course outline and will abide by these rules and policies.

________________________________________  ________________________
Student's Name (printed)                     Student's Signature

________________________________________
Class Period

________________________________________
Parent/Guardian's Name (printed)             Parent/Guardian's Signature

Know that I am here to help you be successful in this class and will do all I can to make this class successful for you.

Parents I will keep in contact with you to let you know how your student is doing or if there are any problems. Please feel free to contact me if you have any questions or concerns.