

Sports and Entertainment Marketing

Room 9

Instructor: Mrs. Crutcher

E-mail: scrutche@kidsroe.org

Website:

http://indiancreekschools.org/ichs/dept/bus/pdf/sports_and_entertainment_marketing.pdf

Course Description:

The course is designed to include an exploration of the effective marketing and promotion of sports, entertainment, travel, and tourism. Discussion topics include: promotion, endorsements, sales, campaigns, and marketing.

Text:

Sports and Entertainment Marketing by Kaser and Oelekers, South-Western Educational Publishing Co, 2005.

Supplementary Materials:

Students are also encouraged to read newspapers while in this course, and throughout their lives. There will be times during this course that students will be asked to bring sections of a newspaper to class for learning purposes. I will also provide copies of the *Wallstreet Journal Classroom Edition*.

Course Objectives:

The goals of the Sports and Entertainment Marketing course are to:

- Increase student awareness of career planning in sports and entertainment.
- Assist students in developing appropriate attitudes about work.
- Provide students a broad overview of marketing as related to sports and entertainment.
- Enhance student awareness and understanding of emerging trends in Marketing.
- Help students to recognize how they can prepare for and advance in Marketing careers.
- Reinforce basic skills in communication, human relations, and reading.
- Develop an understanding of Marketing and the importance of the Marketing concept.
- Reinforce tasks that can be applied in amateur or professional sporting and entertainment events.
- Use of media as related to sports and entertainment events.
- Identify and apply appropriate teamwork strategies to ensure successful team



Assessment

Homework: Homework will be assigned periodically throughout this course as a means of learning as well as evaluation. It is the student's responsibility to find out what he or she has missed. Penalties will be assigned for late work. Some assignments will not be accepted after the due date.

Tests: Tests and quizzes will also be a tool used to assess learning in this class. Tests will be taken at the end of each chapter and unit. Quizzes may or may not be announced.

Projects: Both individual and group projects will be periodically assigned for this course. Group projects will include a peer assessment from group members in addition to the teacher assessment.

Semester Exam: A comprehensive semester exam worth 20% of the student's grade will be given.

Business Habits: Since the goal of this course is to give students an understanding of the business world, I expect my students to act professionally. Students will be given a grade based on his or her business habits. (Attendance, tardies, missing work, late work, class participation.)

Extra help is available before school, after school, or during advisement. Extra help will always be provided when the student makes an appointment.

Classroom Expectations

- It is the student's responsibility to find out what work they have missed.
- Students who do not arrive at class prepared (with paper, pencil, book, workbook etc) may receive a grade penalty for participation.
- PASSES to use restroom or drinking fountain are a privilege that will be taken away if abused.
- NO FOOD or DRINK should be brought into the room. Students are allowed to bring water in a clear container. This privilege will be taken away if it is abused.
- All students must cooperate with and facilitate in the learning process of others as well as attempt to gain the most benefit in their own learning.
- Because of the nature of this course, class discussion and cooperative groups will be heavily relied upon as a means of learning.
- In addition to the school district's policies on classroom etiquette, students will be expected to act professionally and compassionately in this classroom.
- APPROPRIATE DRESS as described in the Student Handbook will be required at all times. Inappropriately dressed students will be sent to the office.
- Other expectations may become necessary throughout the year.

