**Sports and Entertainment Marketing I**

**Office # B310**

**COURSE DESCRIPTION**

In this course, students are introduced to the industry of sports, entertainment, and event marketing. Students acquire transferable knowledge and skills among related industries for planning sports, entertainment, and event marketing. Topics included are branding, licensing, and naming rights; business foundations; concessions and on-site merchandising; economic foundations; human relations; and safety and security. Mathematics and social studies are reinforced. Work-based learning strategies appropriate include cooperative education, entrepreneurship, internship, mentorship, school-based enterprise, service learning, and job shadowing. Apprenticeship is not available for this course. DECA (an association for Marketing Education students) competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences.

**CONTACT INFORMATION**

Instructor: Mr. Cassidy Brauns

Office Hours: Mondays 2:15 – 2:45 (Please communicate with me)

Office: B310

Phone: 980.343.0860

Email: [cassidyt.brauns@cms.k12.nc.us](mailto:cassidyt.brauns@cms.k12.nc.us)

**TEACHING METHODOLOGY**

The course objectives will be met through a variety of teaching methods including lectures, class discussions, visual presentations, oral presentations, class participation, etc. Students are expected to be extensively involved in classroom discussions as well as completing daily assignments. Students are to complete all daily assignments and homework independently unless otherwise noted. Students will be allowed to use computers in the classroom for designated assignments only. Assignments, homework, and presentations are due on the assigned date. Late assignments will have a reduced grade. After 2 days these assignments will no longer be accepted.

**MATERIALS NEEDED**

* 3-ring binder or notebook
  + You will need a notebook/portfolio (folder) to keep all materials in. Keep all notes, work, VOCATS materials, etc. in your notebook. Anything you lose will take points away from your notebook grade.
  + Students will be required to take notes throughout the class. These notes will serve as a study guide for quizzes and tests and will need to be kept in your student’s notebook.
* Pencil *and* pen (black or blue)
* **1 Ream of copy paper**

**EVALUATION**

* Formal: 70%
  + Major Tests/Quizzes, Projects
* Informal: 30%
  + Class work, Homework, Pop quizzes, Participation grades, etc.

Grades will be distributed at the teacher’s discretion. Grades will be posted within one week of the assignment’s due date. It is expected that parents and students review grades continuously to check progress.

Please continuously check Parent Assistant to monitor your student’s grade.

*\*evaluation items and weights subject to change during the semester*

**CLASSROOM POLICIES**

* No food or drink allowed in the classroom.
* Your attitude will take you far in life, and in this course.
* Students should be in their seats when the bell rings.
* Bathroom use will be at teacher’s discretion.

**CLASSROOM PROCEDURES**

* Come in to class and immediately start working on Bell Ringer activity.
* Students must raise hands before leaving their seats.
* Quizzes cannot be made up. Unit Tests are allowed to be made up.
* Work hard! Study! Communicate! Take responsibility!
* Take care of personal matters before the bell (bathroom, etc.)
* Before the bell rings to end the period students must have all materials put away and must be in their seats.
* All make-up assignments are the ***student’s*** responsibility.
* Late Work Policy: All work should be turned in the first time the teacher collects the assignment.  If work is turned in late, students will be penalized.  Students have two days to turn in late work and 10% of the grade will be deducted for each day the work is late.  A zero will be given for work not submitted.  Homework will be collected at the beginning of class.  If assignments are turned in after the teacher has collected, 10% of the grade will be deducted.

**CLASSROOM RULES**

* Follow all school rules (Refer to Student Handbook)
* BE ON TIME! Being late is not acceptable when you have a job.
* Respect yourself, your classmates, teacher, and materials used during class.
  + Computers are to be used for classroom use only, any other use of computers will result in disciplinary actions.
  + No food or drink around the computers.
* Cell phones, iPod’s, MP3’s and any other technology not permitted by the teacher is prohibited.

**ATTENDANCE AND TARDY POLICY**

*Attendance:* Students must follow all school rules concerning number of absences. An absence is defined as a student missing 50% or more of class.

*Tardy:* Students that are not in their seats when the bell rings are considered tardy and must report to SMC. Students will be counted as absent for the day. Students will only be admitted with a signed agenda.

**DECA**

This co-curricular club is designed to enhance the student’s marketing experience through competition, knowledge, and participation in activities. Throughout the year, DECA members will have the opportunity to participate in education and leadership activities, community service projects, competitions, and other fun events.

***Cut and Return for Grade***

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**I have read and understand the classroom expectations and will comply with the rules:**

Print Name Student \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Print Name Parent \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sign Name Student \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Sign Name Parent \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Home Phone # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Home Phone # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Cell Phone # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_