**Sports & Entertainment Marketing Syllabus**

**Instructor:** Mrs. Stefanie Wagner

**Contact Information:**

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**Textbook:** Sports & Entertainment Marketing

**Course Description:**

This course is designed to provide students with an understanding of how to apply marketing, management, and entrepreneurial principles; to make rational economic decisions; and to exhibit social responsibility in a global economy.

**Course Outline:**

**Unit 1: Marketing and Sports & Entertainment**

· World of Marketing

· Sports & Enter. Connections/Contrasts

**Unit 2: Sports Marketing**

· The Sports Market

· Sports Products

**Unit 3: Sports Marketing Mix**

· Product and Price Decisions: Sports

· Sports Market Research and Outlets

· Branding and Licensing

· Sports Promotion

· Sports Marketing Plans and Careers

**Unit 4: The Entertainment Market**

· Entertainment and Marketing

· Entertainment Products and Marketing

**Unit 5: Entertainment Marketing**

· Product and Price Decisions: Entertainment

· Entertainment Market Research and Outlets

· Images and Licensing

· Entertainment Promotion

· Entertainment Marketing Plans and Careers

**Classroom Rules:**

1. **Do not be late**! Be in your seat, quiet, and prepared for class when the bell rings.

2. Pens, pencils, and textbooks should be brought to class **EVERY** day.

3. Questions, sharpening of pencils, drinks, and trips to the lavatory should occur

**before or after class**.

4. **Locker visits** during class will NOT be permitted.

5. **Always raise your hand** to be recognized. Be attentive, respectful, and cooperative

toward other students in the class.

6. If there is writing on your desk, tell the teacher at the beginning of the period. If you fail to

report the writing – you are responsible for it.

**Classroom Rules**

**continued:**

7. **If you are absent**, make up your work as soon as possible. If an assignment is given days

in advance and you are absent the day before or the day it is due, you will not be given any

additional time to complete it. Assignments are usually posted on the board.

8. Be prepared for all **quizzes and tests**. Quizzes may be given at any time without

prior warning.

9. **Cheating** in any form results in an automatic zero!

10. **Ask questions** when you do not understand or if there is a problem. If you want or

need extra help - ASK!

11. **The** **breaking of classroom rules will result in logical consequences**.

12. **Participate** in class! Be courteous, but volunteer and speak your mind.

13. We operate under a **NO PASS - NO GO** policy. If you are without a pass, do not

attempt to ask to leave the room.

14. **No cell phones** for personal use in class.

15. **No food or drink** in class.

**Grading:**

* The point values of each assignment are traditionally…

Homework 0 points

Quizzes 20-50 points

Tests/Projects 80-200+ points

* The total points for each marking period will vary.
* Students **will take a Final Exam** for the class.

**Guidelines for make-up exams and retests:**

* You have up to two weeks after the original exam date to retest/make-up an exam.
* In order to retest you must have earned a minimum of a 40% on the original exam.
* In order to retest you must show evidence of completed class work and assignments associated with the

exam. Retests will not be given unless these items are complete.

* Only one retest will be permitted per exam.

***The most important thing you can remember is to BE RESPONSIBLE!***

*This means responsibility for your work, your belongings, your behavior,*

*your participation and your success in this class!*

**Have a Great Year!**