#### Sports/Entertainment Marketing

Lincoln Northeast High School

**Mrs. Crabtree**

Office in Room 286B

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Website: <http://wp.lps.org/jcrabtr/sports-entertainment-marketing/>

Available for help: before school with pre-arranged pass, after school until 3:15 unless pre-arranged for later, or during periods 4 and 7

**Class Objective:** To learn the basics functions of marketing and how those functions are applied to sports and entertainment. Itis designed to study marketing concepts using the sports and entertainment industry. Instructional areas will include: an orientation to the sports and entertainment industry, economics, event execution, career opportunities, decision making, event marketing, advertising and promotions, and legal aspects/contracts. Classroom instruction will be reinforced through the use of outside lectures, case studies, possible field trip experiences, current periodicals, computer simulations, in-house projects, and lecture/discussions.

Chapter 1- What is Sports and Entertainment Marketing?

Chapter 2- College and Amateur Sports

Chapter 3- Professional Sports

Chapter 4- Marketing Products and Services Through Sports

Chapter 5- Public Images

Chapter 6- Advancing the Cause

Chapter 7- Sports Marketing

Chapter 8- Entertainment Industry

Chapter 9- Marketing Entertainment

Chapter 10- Recreation Marketing

Chapter 11- Marketing Plans

Chapter 12- Legal Issues for Sports and Entertainment

# Classroom Behavior

### RESPECT

* RESPECT for others is important. Each of us deserves to be treated with respect for our individuality. Rude comments or actions will not be tolerated. All individuals in the classroom are expected to behave acceptably and responsibly. No one should interfere with anyone else’s opportunity to learn.
* Each student should demonstrate respect for the property of others and the school.
* When students, the teacher, or a guest speaker is talking your silence and attention is appreciated.
* Students are expected to arrive to class on time. We will begin class promptly when the bell rings. Northeast’s tardy policy will be strictly enforced.
* No cell phones!

# RESPONSIBILITY

* Use your passing time wisely. Restroom trips or drinks during class should be kept to a minimum. Please come to class prepared. No passes will be allowed during the first and last 10 minutes of class.
* FOOD AND DRINK ARE NOT ALLOWED!
* You will be given a few minutes to put your things away at the end of class. PLEASE WAIT TO BE DISMISSED BY THE TEACHER.

**BE SAFE, BE RESPECTFUL, BE RESPONSIBLE.**

# Make-up Work

Absences--If you are **absent** from a class, YOU ARE RESPONSIBLE for getting the assignment. You will have until the end of the unit to make up the assignments. Please ask another student for any notes that were taken and see me for any assignments you may have missed. You may also check the class website for more information.

# Attendance

Students are expected to attend class regularly and arrive on time. Good attendance is an important part in achieving success in this class. If you are in class and working hard, you will rarely have homework except for studying for tests. Excessive absences will result in actions outlined in the Northeast Attendance Policy. Limited or no credit will be given for work missed because of an unexcused absence. All work must be complete.

“Be on time. Being late means either it’s not important to you or you can’t be relied on.” –Tony Dungy

# Grading Policy

The LNE grading scale will be followed. Your grade will be based on assignments, tests, quizzes, class work, projects and a final. A points-based grading system will be used. Class cooperation, attitude and participation will also be considered in your grade.