Sports Marketing Syllabus

Course Description:

This course is designed to study marketing principles and concepts in 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 promotion, 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, projects, and lecture/discussions.

Course Objectives:

To understand and apply the features of:

- Comprehend the sports and entertainment industry
  - Define the industries of sports, entertainment, and recreation.
  - Discuss how to market sports, entertainment, and recreation.
  - Discuss the growth and trends of the sports, entertainment and recreation industries in the local, state, national, and international arenas.
- Comprehend the overview of Marketing
  - Define marketing.
  - Identify the components of the marketing mix.
  - Describe the 4 P’s of marketing.
  - Describe the marketing functions.
  - Discuss and describe the marketing concept.
  - Utilize marketing concepts in the sports and entertainment industry.
- Synthesize the Marketing of People and Events through Product, Price, Place, and Promotion.
  - **Product**
    - Describe the product they are marketing.
    - Describe the function of box office management.
    - Describe the function of concessions.
  - **Price**
    - Apply the nature of supply and demand in sports and entertainment.
    - Identify sources of revenues for sports and entertainment services.
    - Identify sources of cost for sports and entertainment business.
    - Describe profit/loss.
    - Discuss importance of budget.
  - **Place**
    - Plan and discuss logistics of event management including equal access, licenses and permits, reserved seating, etc.
    - Identify and explain the importance of security at the facility.
    - Identify essential elements of a contact for the facility.
Promotion
- Describe the five elements (sales, sponsorship, public relations/publicity, sales promotion, and marketing plan).
- Define market segmentation.
- Identify a target market.

Synthesize the process of event management.
- Design an idea/plan for an event of their choice.
- Present/execute their idea/plan.
- Evaluate the success of their idea/plan.

Classroom Expectations:

- Everyone will display mutual respect
  - Teacher and Student
  - Be prepared to contribute to class discussions and group projects, while being mindful that other student’s thoughts/beliefs may be different from your own
  - Active listening and appropriate verbal and body language
- Everyone is expected to come to class prepared to learn
  - Teacher and Student
  - Any necessary items required are brought to class (pencil, notepad, etc.)
  - Cell phones are put away, on silent, and only used per instruction by the teacher
  - Everyone is expected to be at their best every day of class
    - Some assignments and expectations may be more difficult than others; however everyone is expected to provide their best effort and attitude in attempting all assignments.
- To protect school equipment:
  - Food and drinks are NOT allowed in the classroom (water is allowed in bottle)
  - Read and understand the Computer Use Agreement found in the student planner
- Attendance is very important.
  - We will follow the Southwest attendance policy. Please attend class daily and arrive to class and be seated before the tardy bell
  - If you come to class late, make sure you come with your planner signed indicating you are excused
- End of Class
  - Stay in your seats
  - The Teacher will dismiss the class, NOT the bell
- Makeup work is the responsibility of the student
  - If you are absent, please talk to me the day you return to class and check the class website
• Any cheating will result in a zero for that assignment/test and/or requirement of extra time before or after school, and may result in notification of the principal and/or the parents. Further cheating will result in notification of the principal and parents.

Grading:

Grades for Sports Marketing will follow the Lincoln Public Schools grading scale. Grades will include tests, quizzes, projects, classroom activities - homework, and an end-of-term exam. The grading scale is as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>%</th>
<th>LPS (Not Weighted)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100</td>
<td>4.0</td>
</tr>
<tr>
<td>B+</td>
<td>85-89</td>
<td>3.5</td>
</tr>
<tr>
<td>B</td>
<td>80-84</td>
<td>3.0</td>
</tr>
<tr>
<td>C+</td>
<td>75-79</td>
<td>2.5</td>
</tr>
<tr>
<td>C</td>
<td>70-74</td>
<td>2.0</td>
</tr>
<tr>
<td>D+</td>
<td>65-69</td>
<td>1.5</td>
</tr>
<tr>
<td>D</td>
<td>60-64</td>
<td>1.0</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
<td>0</td>
</tr>
</tbody>
</table>

Three main forms of assessment will be utilized in Sports Marketing.

1. **Formative assessments** geared toward introducing lessons and gauging student understanding. Formative assessments will include in-class assignments and quizzes.
2. **Observational assessments** will be utilized to gauge student engagement display of professional behavior in the classroom. Each student will receive a minimum of one observational assessment on a bi-weekly basis. The assessment will assist in determining rationale behind student performance on summative assessments.
3. **Summative assessments** will be administered at the conclusion of each unit and the end of the term to allow students to apply their understanding of the material. Summative assessments in Sports Marketing will include tests and a group projects.
Sports Marketing utilizes a cumulative point system in all grades, with each form of assessment receiving a weight towards the final grade. Each assignment will have a total point value assigned and students will have multiple opportunities to earn all points possible. The Weights assigned to each form of assessment is as follows:

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Weight %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formative</td>
<td>20</td>
</tr>
<tr>
<td>Observational</td>
<td>N/A</td>
</tr>
<tr>
<td>Summative</td>
<td>80</td>
</tr>
</tbody>
</table>

**Pinnacle:**

The Pinnacle Internet Viewer (PIV) is a web-based communication tool that allows parents/guardians and students secure access to grades, assignments, and attendance information. Assignments and student performance can be viewed as soon as entries are made by me into the electronic grade book.

The PIV is not meant to replace direct communication between students/parents/teachers or other school staff members. If you have questions, please discuss the information with your student first. Students are strongly encouraged to discuss class progress directly with their teachers. If further clarification is needed, parents should contact me directly through email.

**Contact Information:**

Please feel free to contact me at any time regarding questions or concerns. I look forward to working with your student and guiding them in a career path direction. Email is the most efficient way to contact me.

- Phone: 402.436.1306 Ex. 66348
- Email: lmahone@lps.org
- Web: http://wp.lps.org/lmahone/
- Plan: Block 4: 1:33pm – 3:03pm
LSW and LPS Computer Use Guidelines

1. I know that I may use LSW computers to access information worldwide.
2. I will respect copyright laws, and will not make nor download unauthorized copies of copyright protected materials.
3. I will not intentionally access information that may be obscene or offensive nor will I place any such information on the network or Internet.
4. I will not try to gain unauthorized access to system programs, computer systems, or another person's files.
5. I will not use the computer systems to disturb or harass other computer users. I understand that Internet access to free e-mail, chat rooms, bulletin boards, guest books, and instant messaging is not allowed and that school computers are to be used for educational purposes and appropriate information gathering, not for social interaction.
6. I will print only one copy of my documents when necessary to appropriate printers. I know that personal printing is not allowed except in the media center where there is a 5 cent charge per page for text documents and a 25 cent charge per page for pictures. I understand that I can make multiple copies as needed using the media center coin copier.
7. I will not use the network for financial gain nor illegal activity, and I will not use school computers for financial transactions. I understand that Lincoln Public Schools is not responsible for any expenses I incur or purchases I make while accessing an on-line service such as the Internet.
8. I will not engage in vandalism, including bypassing security systems, intentionally sharing computer viruses, defacing computer hardware, removing property, or destroying any data on the LPS network of the Internet.
9. I understand that games are not allowed on school computers unless they are specifically used for a curricular purpose as assigned by a teacher.
10. I understand that those who need to access computer resources for school assignments take priority over personal information gathering.
11. I understand that school computers and all files or information stored are the property of Lincoln Public Schools and that, as a user, I have no privacy rights or expectations of privacy when using these computers. I also understand that LSW staff reserves the right to inspect the contents of my server folder at any time and may delete any non-academic or inappropriate files.
12. I understand that I may only use an audio CD in LSW computers with teacher permission.
13. I understand that the server is used for saving academic work, not for downloading games, sound files, image files or video files for personal use.
14. I understand that I may only use a lab computer when supervised by staff.
15. I will follow the building policy that states there is absolutely no food or drink allowed in computer labs or in the proximity of other building computers.
16. I will not use LSW computers for streaming video without teacher permission to avoid compromising the network access for others.
17. I understand that violation of the above statements will make me subject to disciplinary action and can include the immediate suspension of my computer privileges.
Signed Parent / Guardian Form for Sports Marketing

Student ____________________________ Block _____ Date __________

Parent/Guardian Signature: ________________________________

Phone Number / email: ________________________________