*Grady High School*

2020-2021 COURSE SYLLABUS

**Advanced Sports and Entertainment Marketing**

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| Teacher: James Dunton | Phone Number: 678-428-5329 |
| Room Number: E-210 | Email: jdunton***@atlanta.k12.ga.us*** |
| Semester: ***Fall 2020*** | Tutorial Days: ***Monday 3:30*** |
| Zoom link: | Website: |
|  | Google Classroom Code: |

**Course Description:**

Prerequisite: Introduction to Sports and Entertainment Marketing

This course provides students opportunities to develop managerial and analytical skills and deepen their knowledge in sports/entertainment marketing. Topical units include: Marketing-Information Management, Selling, Publicity/Public Relations, Sales Promotion, Management of Promotion, Product Mix, Pricing, Positioning, and Marketing Planning. Project-based instruction, together with a variety of work-based learning activities, should be incorporated in this course to provide real-world application. Competitive event standards for the co-curricular student organization (DECA, An Association of Marketing Education Students) are integral components of the curriculum’s core employability and technical skills’ standards. Therefore, DECA competitive events should be incorporated with other instructional strategies developed for the course.

Course Content Standard - (www.georgiastandards.org):

MKT-ASEM-1. Students will evaluate the significance and components of sports and entertainment marketing as a viable industry.

MKT-ASEM-2. Students will analyze the importance of planning, organizing, implementing, and controlling sports and entertainment events.

MKT-ASEM-3. Students will construct a strategic management plan.

MKT-ASEM-4. Students will examine operations management and control as they apply to sports and entertainment marketing.

MKT-ASEM-5. Students will describe the importance of organizing and staffing for sports and entertainment events.

MKT-ASEM-6. Students will dissect the decision making process and analyze several forms of decision making.

MKT-ASEM-7. Students will interpret the legal and ethical behaviors as they relate to the sports and entertainment marketing field.

MKT–ASEM-8. Students will evaluate the management functions necessary for college, amateur, and professional sports.

MKT-ASEM-9. Students will examine the role of sales promotion and advertising as promotional tools in sports and entertainment marketing.

MKT-ASEM-10. Students will examine the role of public relations and publicity as a promotional tool in sports and entertainment marketing.

MKT-ASEM-11. Students will implement strategies needed to collect, organize, process, transmit and communicate research information.

Course Outline:

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| Week 1: | Marketing Mix |
| Week 2: | Sponsorship |
| Week 3: | Entertainment Marketing |
| Week 4: | Facilities Management |
| Week 5: | Product/Service Management |
| Week 6: | Pricing |
| Week 7: | Distribution |
| Week 8: | Publicity and Public Relations |
| Week 9: | Branding |
| Week 10: | Ethics in Business |
| Week 11: | Digital Marketing |
| Week 12: | Marketing Information Management |
| Week 13: | Sports Law |
| Week 14: | Selling |
| Week 15: | Sales Promotion |
| Week 16: | Careers in Sports Marketing |
| Week 17: | Employability Skills |
| Week 18: | Employability Skills |

**Evaluation and Grading:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Components** | **Weights** | |  |  | | --- | --- | | **Grading Scale** | | | 100-90 | **A** | | 89-80 | **B** | | 79-70 | **C** | | 69-0 | **F** | | Not Evaluated | **NE** | |
| Daily classwork | 45% |
| Projects | 45% |
| Capstone | 10% |
|  |  |
| **TOTAL** | **100%** |

# **Campus Portal for Parents and Guardians:** Visit - ***https://ic.apsk12.org/portal*** to view class schedules, attendance records and grades. To activate your account, visit the school to receive your login (activation key).

# **Required Materials:**

flash drive

## School-wide Behaviorial Expectations: be present; be respectful; be responsible; be on task; be peaceful, productive problem solvers.

## Classroom Expectations:

1. Be seated in the classroom before the bell rings.
2. Be prepared to work from bell to bell.
3. Be respectful of peers, teachers, and guest speakers
4. Treat laptop computers carefully and delicately
5. Use the laptop computers for instruction and not entertainment
6. Be willing to ask questions for clarification.
7. Be willing to ask for help when you are “stuck”.
8. Be responsible for keeping your work organized and submitting it in a timely manner
9. Because we use computers, no food will be permitted in class.
10. Your cell must not be visible on the desk unless you are using it for an assignment

DECA is the marketing club. It is designed to enhance the curriculum by providing students with real life experiences that tie into marketing and develop strong leadership skills.

**LATE ASSIGNMENTS:**It is important that students are responsible and meet established due dates for assignments. A late assignment is defined as work submitted after the teacher collected the assignment.  ***All missing/not turned in assignments will be recorded in Infinite Campus with an "M-Missing" designation.***

**MISSING ASSIGNMENTS (late assignments or unexcused absences):** Students with late assignments or unexcused absences will be expected to submit missed work within two weeks of the end of the grading periods.  The deadlines for missing assignments are as follows:

* Mid of part A/quarter classes is 9/30.  Deadline 9/21 for assignments from 8/24-9/18.
* End of part A/quarter classes is 10/23.  Deadline 10/14 for assignments from 9/21-10/9.
* Mid of part B/quarter classes is 12/2.  Deadline 11/16 for assignments from 10-14-11/13.
* End of part B/quarter classes is 1/15.  Deadline 1/5 for assignments from 11/16-12/18.

*As noted above, all missing/not turned in assignments will be recorded in Infinite Campus with an "M-Missing" designation.*

***Late assignments will be assessed a 20% penalty.***

**MAKE-UP ASSIGNMENTS (Excused Absences):** Students with an excused absence will be expected to submit missed work on or before the third class meeting after the absence. Pre-announced assignments are due upon return to school.

**REASSESSMENT OPPORTUNITY:** Reassessment opportunities are available for all students on tests when they scored 69% or below. There will be only one reassessment opportunity on tests. This reassessment will be a newly generated teacher assessment and the reassessment score **will replace the original score.**

**School-wide Expectations**:

**MASTERY LEARNING:** With mastery learning, a unit of material is taught, and student understanding is evaluated before students are able to move on to the next unit. Students who have not shown mastery for a particular unit will receive feedback and support in reaching mastery. They may be given practice exercises, study guides, group work or complementary resources to help them improve and achieve mastery. Students who demonstrate mastery of the content for a particular unit are given enrichment exercises like special projects, tasks or academic games to further or broaden their knowledge of the material.

**PROGRESS REPORTS:** Parents and guardians are informed when students are making unsatisfactory progress in classes. Poor performance will be reported to parents and guardians as soon as problems are evident. Progress reports with plans for remediation will be provided for all students making unsatisfactory progress, and parent-guardians conferences must be scheduled. Unsatisfactory grades should never come as a surprise to parents, guardians, or students. Also, see Board Policy Administrative Regulation IHA-R(1) under “Students in danger of not meeting academic expectations” for further information. Teachers will:

* Contact parents/guardians early in the semester if academic, attendance, or behavioral difficulties are apparent.
* Notify the counselor, Student Support Team (SST)/Response to Intervention (RTI) Chair, and/or an Assistant Principal of serious problems that are affecting classroom performance.
* Set up parent conferences as necessary.

**ATHLETIC ELIGIBILITY:** Students wanting to participate in athletic programs governed by the GHSA and extracurricular activities must meet eligibility requirements to participate. The Athletic Director (and the Extracurricular Activities sponsors) will collaborate with teachers to monitor and to identify students in danger of failing courses. A master list of students participating in extracurricular activities and athletics under the auspices of the GHSA will be available to all staff.

**Our Vision**: A high-performing school where educators inspire, families engage and students love to learn.

**Our Mission**: Every student will graduate college and career ready with a dedication to community involvement and service.

**Our Motto**: Individually we are different; together we are Grady.

**Grady Graduate Profile (5 Cs)**: creative, collaborative, critical thinker, communicative, and a good citizen.



**Receipt of Syllabus**

**Course Name:** Advanced Sports and Entertainment Marketing

**Teacher Name:** James Dunton

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*Student Signature**Parent/Guardian Signature*

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*Date**Date*