

Please refer to my TeacherWeb page for the class calendar and assignments

Welcome to the Sports and Entertainment Marketing Class!

This course emphasizes Marketing in the sports and entertainment industries, and the necessary steps and considerations to make a successful marketing campaign. I think you will find that this can be fun and interesting as you consider how you, the consumer, are encouraged to buy, buy, buy.

You are expected to bring to class a writing instrument and a 3-hole binder to keep worksheets for this class. The textbook will be supplied in our classroom.

Classroom Rule: No food, No electronic devices (iPods, cell phones, etc.)

Do Now work:

At the start of each class you will find a “Do Now” assignment on the blackboard. This may be to read certain pages, complete worksheets, or read handout material that we will work with during class. During this time I will be taking attendance.

Quizzes and Tests:

- **Quizzes** will be given at the end of most chapters. They are based on the worksheets.
 - **Tests** will be given at the end of the Unit, or mid-unit if there is much material covered. Tests are based upon previous worksheets or quizzes.
 - We will review the material in class before a quiz or test.
 - **Your Final Exam is based on the TESTS given all year – save them!**
 - **If you are absent the day of a test or quiz, it must be made up within 3 days, after school.**
- You will need to see me to schedule this date.

Attendance rules:

- Attendance is 10 - 15% of your grade. Each quarter we have 45 days of class and you receive one point for each day you are here. If you are absent, you do not receive credit and, in addition, you may lose credit for any work done in class that day. Exceptions may be made in cases of medical absences which keep you out for a few days, and that have the Guidance department asking for work for you to complete while out.
- If you are tardy, you must have a pass to enter class, and will not lose the credit if you are present at a reasonable time.
- If your behavior causes your removal from the classroom you will lose the credit.
- Also, please be aware that I write up referrals on tardies and cuts.

Computer Lab:

In addition to classroom work, we will be spending time in the Computer Lab working on research and other Marketing projects in the Sports and Entertainment areas. Projects include group work on marketing plans, and creating a Fantasy Restaurant, and individual work including researching careers in the sports and entertainment industries. Computer Lab classes are provided so that I can review your progress and answer questions.

I have strict rules while in the computer lab. **I do not allow computer games, surfing the web for sports or other trivia (e.g. Google maps), food, beverages, nor working on other coursework.** If I find you disregarding these rules, you will be taken off the computer for the balance of the assignment, and, as necessary, reported and removed from the school computer for violation of school rules.