

OHHS Career and Technology Education

SPORTS MARKETING SYLLABUS



Course Name: Sports Marketing

Prerequisite: None

Length: One Trimester, 0.5 credits.

COURSE DESCRIPTION:

Students will create and market their own business, in this case a simulated professional sports franchise. They will be responsible for completing bi-weekly challenges dealing with business problems and implementing marketing strategies to create promotional plans to solve those problems in teams. These plans will reflect the students' ability to write professionally and for a specific audience. The course will focus on writing for deadlines, brainstorming, critical listening and viewing, editing and being edited, ethics, and persuasive writing strategies. Students will gain skills through working with teams and as individuals which can be directly applied to similar and more advanced classes at many universities and community colleges.

COURSE RESOURCES:

- Virtual Business Online Software

COURSE FEES: None

INSTRUCTIONAL UNITS: (May be altered to align with student need/preferences)

- Economics of Sports and Entertainment Management, including ownership, player salaries, ticket sales, budgeting, and marketing
- Marketing and management in the entertainment and recreation industry
- Promotional strategies in sports and entertainment
- Business and financial management principles, sales, marketing and recruitment
- Event promotion, scheduling and management
- Facilities management; public relations; legal aspects of sports and applicable health and safety standards
- Legal parameters of Sports and Entertainment marketing.

MAJOR ASSESSMENTS:

- Quizzes and Daily Productivity (working in class)
- Written Assignments (ability to write and/or improve over the course)
- Major Presentations

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WEIGHTED CATEGORIES:

- 35% Major Presentations
- 35% Written Assignments
- 20% Quizzes and Daily Productivity
- 10% Professionalism/Leadership

GRADING SCALE: Points will be given and a grade based on your percentage of points on units and daily work and tests.

93% +	A	83-86.9%	B	73-76.9%	C	60-66.9%	D
90-92.9%	A-	80-82.9%	B-	70-72.9%	C-	59.9% and Below	F
87-89.9%	B+	77-79.9%	C+	67-69.9%	D+		

LATE WORK POLICY:

- ▶▶ All daily work is due on the assigned day. Work can receive No Grade in the gradebook so it does not count against your grade if it is an excused absence. Otherwise no credit will be given.
- ▶▶ Projects not turned in on time will be accepted for partial credit (75% of grade earned) up to 2 days after the original due date.

TUTORING AND EXTRA HELP

- » Students needing extra help can come in before or after school or during either lunch.

RE-DO POLICY:

OHHS is an effort based school where we believe all students can learn. We also know that students learn at different rates. Thus, we are implementing a re-do policy that recognizes the needs of individual learners.

- ▶▶ 100% Re-do
 - ▶▶ Assessments (with exception of the Final semester exam)
 - ▶▶ Key Assignments: Evidence that demonstrates mastery of a standard
- ▶▶ Teachers may:
 - ▶▶ require completion of supporting assignments prior to re-do opportunities for students to show they can meet the standard.
 - *All assignments must be completed and corrected by the student prior to retaking an exam.*
 - ▶▶ require students to complete re-do of work outside of class time.
 - *All re-do work/test retakes will be done during Tutoring/Extra Help times listed below.*
 - ▶▶ limit the number of re-do opportunities for each assignment.
 - *Students will have 1 re-do/retake opportunity for each test/project.*
 - ▶▶ assign zero grades when students choose not to do key assignments and/or assessments to standard.
 - ▶▶ have different requirements for late work.
 - *See Late Work Policy below.*
- ▶▶ All opportunities for re-do work will come with a deadline as assigned by the teacher.
 - *Students will have 1 week from when the original Project/Test due date to complete re-do work or to retake a test.*

PLAGIARISM POLICY (WAYS TO EARN A 0 ON ANY ASSIGNMENT):

OHHS PLAGIARISM POLICY:

- ▶▶ Any student, who knowingly turns in any work that has been done by someone other than himself or herself, and fraudulently represents it as his/her own, shall be considered to have cheated. Cheating also

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includes: aiding someone else in cheating, the use or preparation of written, pictorial, or other materials not authorized by the instructor during a test or assignment, the use of testing materials obtained previous to the test date, or plagiarism of any kind. Students found cheating will also be subject to an office referral, which could result in a suspension. As an effort based school, students who have plagiarized/cheated must still demonstrate their learning. Thus, students will be given the opportunity to complete the work. This will fall under the “Late Work Policy” of the teacher where total possible points may be reduced.

Instructor:

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