

Sports and Entertainment Marketing/Social Media Marketing



Instructor: Mr. Crow

Room B109

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Dear Student and Parents/Guardian(s),

I am extremely excited to have you (your child) in class this year. This letter will provide basic information that will allow you to be successful. Please read over it carefully and share it with your parents/family. Keep it with you for future reference in the folder that will be provided for you in class.

A major key to thriving students is teacher/parent/family/student communication. I want to help all of my students prosper in this class, preparing them for life after high school by encouraging them to strive for excellence. With parental/family encouragement and support at home, I believe each student can achieve his or her maximum potential. Please feel free to contact me via email at caseycrow@misdmail.org if you or your parents have any questions.

Grades can be accessed through Skyward. (See the District website at www.mansfieldisd.org for more information on this grading program.)

COURSE DESCRIPTION/OBJECTIVES

The Sports, Entertainment and Event Planning industry has emerged as one the leading occupational areas of the 21st Century. It has been estimated that over 5 million sport, entertainment, or even-related jobs are in existence today. This course will give you an overview of the industry; inform you about career opportunities and give you hands on experience using projects as they relate to the marketing of a major sport or entertainment venue. The Social Media Marketing aspect will be related to how you market sports and Entertainment industries, as well as other channels.

This is an 18-week course. The grade levels are 9th – 12th grades.

The course will utilize various resources and materials. Much of the work will be completed with the use of computers. Each person is responsible for his/her assigned workstation during his/her class session. Students should bring a pen and paper every day to class. Most of the work will be generated by the computers, and all related supplies will be provided.

Attendance is extremely important in a computer class. There are several daily assignments, many of which build on prior lessons, and multiple absences make it extremely difficult for a student to perform well in this class.

REQUIRED MATERIALS:

- Pencil and/or Pen plus iPad

The school will provide a folder for you to use in class, as well as various online curriculum supplements.

GRADING POLICY AND PERCENTAGES – Each six weeks will be evaluated as follows:

Daily Work.....	60%
Projects/Tests.....	40%

According to District Policy, the three six weeks grades will constitute 80% of the overall grade with the Final Exam representing 20% of the overall grade for the course. Students will receive one credit upon the successful completion of Principles of Business, Marketing & Finance.

A 90-100 B 80-89 C 70-79 F BELOW 70

CALENDAR OF MAJOR TESTS/PROJECTS – (The dates shown below are tentative and subject to change depending on the progress of the class.) This class is taught on both A and B Days so the dates for assignments vary.

Introduction Assignment	January 14-18, 2018
Sports/Entertainment Assessment	February 12-16, 2018
Social Media Assessment	March 5-9, 2018
Final Projects due	April 23-27, 2018
Project Presentations	May 1-4, 2018
Final Exam	May 14-18, 2018

CLASSROOM EXPECTATIONS

Both you and I will abide by these policies as well as those established by the Mansfield ISD school board policies. You are expected to participate in every class activity.

- **Respect**
 - for yourself – come to class prepared with your materials and assignments; be dressed and groomed so that it will not be necessary to visit dress code during class.
 - for others – participate in the lesson by listening to other students and the teacher and by commenting on the subject when appropriate.
 - for your environment – no food, drinks, or other pollutants (i.e., perfume, sprays).
 - for property – clean up after yourself and be careful with items that are placed in your care.
- **Responsibility** – take care of assignments and other business at appropriate times.
- **Reliability** – be prepared and on time for class.

ABSENCES/TARDIES – Missing more than 20 minutes of any class period constitutes an absence according to the Student Handbook guidelines. It is your responsibility to get any information missed if absent or tardy. When you return to class, please wait for the teacher to explain the current lesson to the class. When students begin to work independently on that day's lesson, then ask the teacher about any makeup work that you need to complete for your absence(s). This includes and is not limited to warm-ups, vocabulary, notes and assignments. If you miss a test or quiz, you will have one week from the date of assessment to arrange and complete make up work; otherwise, the grade will remain a zero, per district policy.

LATE WORK – All due dates will be given at the start of an assignment/project. Ample time will be given for every assignment/project. If extra time is needed, it will be handled on a case-by-case basis.

Please do not hesitate to communicate with me concerning any special circumstances. You may be assessed a penalty up to 10 points per day for up to a maximum of three class days before a zero may be given for work not turned in on time.

TEST RETAKES – Students will be allowed to demonstrate proficiency of learning objectives by means of retest for a maximum of 70% of the original score possible. It is the responsibility of the student to arrange such retests with the teacher.

TUTORIALS – *It is your responsibility to let me know that you are in need of help.* It is very important that you not fall behind. Tutorial times will be set on an individual basis, as arranged with the teacher.

ACADEMIC DISHONESTY – I believe that honesty is extremely important. Please, give me no reason to suspect any form of cheating on work that you do in this course. While working with others on homework/projects is allowed and encouraged, I consider copying all or part of any assignment to be cheating – both parties are to blame, whether the student(s) is/are currently enrolled in this course or not. Consequences include a zero on the assignment, parent contact, and a referral to your assistant principal.

CERTIFICATION: There are no certification tests associated with this course at present.

CTSO: DECA is the Career Tech Student Organization for students enrolled in Principles of Business, Marketing & Finance. DECA membership is optional, but it is recommended. Students have the opportunity to learn more about the fields of Business, Marketing and/or Finance by their involvement in DECA, which includes competition, field trips, guest speakers and/or participation in the Fashion show and Job Fair.

Involvement in DECA involves several fieldtrips and competition. We follow the UIL eligibility rules for these activities. In other words, students must be passing in order to participate in the outside events (“No Pass/No Play”).



PARENTS, please read the information in this letter carefully. Also, please send a confirmation e-mail by Friday, January 11, 2019 that includes the following information:

Subject Line: Student’s Name, Session 2A or Session 1B

Message: Parent Names (first and last)
Parent Phone #'s for best contact
Email Addresses:

My email reply will be verification that your student has received a 100 on this assignment. I look forward to hearing from you. Let’s make this an outstanding year!

Sincerely,

Casey Crow

See Expectations Below....

Attendance/Technology Expectations

1. Students are to be in the room when class begins.
2. Sign in at the table by the door. This is how attendance is taken. It is your responsibility to sign in each class day.
3. Backpacks, purses and other large items must be left on the floor under computer workstations. (Place items on the floor in front of your feet next to the wall.)
4. Cell phones are not allowed during class per District Policy, unless instructional use is warranted and approved by the teacher.
5. Computers are to be left in the same configuration as found. **NO CHANGES!** Remember these are not your home computers, and the District is watching.
6. No outside storage devices (flash drives, CDs, etc.) are to be used in the computer lab.
7. No food/drink is allowed in the computer lab.
8. No electronic devices are to be used during class, other than the computers or iPads provided.
9. Five minutes before the end of class students are to:
 - Return all materials to the appropriate locations.
 - Leave workstation area clean for the next class.