



100 Med High Drive, Mercedes, TX, 78570
956.514.4201



Credits per Semester	0.5 credits per semester
Instructor	<p>Instructor: Mrs. Ruth Cano</p> <p>Email: ruth.cano@stisd.net Phone: (956) 314 - 0082</p> <p><i>I am available by phone during the hours posted below. Outside of those hours (or if I happen to be on another line when you call), please feel free to leave a detailed voicemail. I will respond via phone or email.</i></p> <p>Conference times available for communication:</p> <p>Mon-Fri 8:00-8:45am and 12:30-1pm</p>
Course Description	Sports and Entertainment Marketing will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and entertainment.
Learning/Performance Objectives	Students will analyze basic marketing concepts, publicity, sponsorship, endorsements, licensing, branding, event marketing, promotions, and sports and entertainment marketing strategies.
Adopted Instructional Materials	Texas Essential Knowledge and Skills for Career and Technical Education, STRIDE Software, Microsoft Office
Instructional Methods	Lectures, multimedia elements, class discussions, case studies, projects and individual assignments, cooperative learning
Grading Policy	The academic year is divided into four quarters, or 9 -week periods. The weight for each nine-week period will be 37.5 percent and the semester exam will weigh 25 percent. There will be a minimum of 5 grades per student during each three weeks progress report grading period. This course will be comprised of 3 grading categories: Major Assessments 50%, Minor Assessments 30%, and Daily Work 20%.



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	<p>There will be a minimum of 9 assessments per nine-week grading period to constitute students' course grade for that grading period. These assessments will minimally be comprised of 3 major assessments (valued at 50%) and 6 minor assessments (valued at 30%). There may be more than 5 grades posted during a three-week period.</p>
<p>Cell Phone and Technology Policy</p>	<p>Students are provided with a Chromebook, Internet HotSpot, Ipad with Keyboard, Digital Pen, and a calculator for grades 8 and 9.</p> <p>Cell phone classroom policy: Students should have their phones either off or on silent. They should not be used during class time to prevent distractions.</p>
<p>Assessment Policy</p> <p>Retesting Procedures</p>	<p>Frequently during the year, formative assessments will be given. These will be in the form of homework, written or oral quiz, readings and discussion, student writing, or tests. Feedback will be given on all formative assessments.</p> <p>The formative assessments are critical to learning because they provide feedback as to what essential learning we will focus on next. They will help influence and shape the process of learning while we still have time to improve before test or grades are given.</p> <p>Students may retake tests only upon receiving a failing grade of below a 70%. Additional assigned material during tutorial may be a prerequisite to taking a retest. The time and date for all retests is determined by the teacher. No penalty is assigned for the weight of retest grades. Semester Exams will not be eligible for retest.</p>
<p>Late Work Policy</p>	<p>All work is due at the designated assigned time.</p> <p>Late work due to absences: Students absent on a day work is due shall receive a due date for the next class meeting. All homework is due at the beginning of the class hour. Assignments submitted electronically are due before the beginning of class time on the scheduled due date. Students who are absent on the day work is assigned will be assigned said work upon their return to class and given the same time frame for completion as originally assigned. Work turned in during this time shall receive full credit.</p>



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	<p>Late work not due to absences: For all assignments turned in late, 10 points shall be deducted for each day an assignment is late with the maximum penalty not exceeding 50 points.</p>
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