



**GRANDVIEW HIGH SCHOOL  
SPORTS & ENTERTAINMENT MARKETING  
COURSE SYLLABUS (TRIMESTER)**



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**Course Description:** Sports and Entertainment Marketing focuses on marketing and management functions/tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. The co-curricular organization DECA is an opportunity for students interested in challenging their newly acquired business skills. This organization offers many benefits and exciting activities for marketing students, including competitions, awards, scholarships, job opportunities, and travel. \*Participation in DECA is available and encouraged.

**My Personal Goal:** To create an enthusiastic environment in which to encourage you to study, experiment, share ideas, and stretch your own creative limits. I believe structure in defining problems and completing the stages of developing your ideas is absolutely necessary in your design education. Spontaneity and the freedom to explore your own approach to designing is also important. Project specifications and deadlines are not negotiable. However creative experimentation will be encouraged according to your personal goals for this class and your current individual education and skill level.

Participation is of the utmost importance in this class. You have chosen a goal and deadline-oriented field. Please take personal responsibility for attending and working during all class hours. Teamwork is a part of each project and your eager and earnest involvement is requested. Thank you.

**Materials:** You are financially responsible for any textbooks and materials checked out to you. Each student is also responsible to purchase a composition notebook for taking notes and entering daily entry task work and your GHS binder. This is a marketing course so each student is encouraged to join the DECA program.

**Course Objectives:**

- Describe what sports and entertainment marketing is including marketing basics, sports marketing, entertainment marketing, and recreation marketing.
- Describe the financial impact of professional sports including the procedures of attracting a professional team, agents, managers, and ethics.
- Explain how to market products and services through sports including sponsorships, promotions, and endorsements.
- Discuss the importance of positive public relations for sports including the advantages of fan clubs and publishing and speaking engagements.
- Explain the publishing and speaking engagements of sports figures including the steps in the creation of popular sports books.
- Describe the importance of charities and tournaments to the successful images of athletes and teams.
- Explain why sports celebrity camps have become increasingly popular and describe ways to promote a sports camp.
- Explain the role of a sports marketing firm and understand the importance of maintaining a positive image for sports owners and marketing firms.
- Identify the numerous sports marketing careers including the skills and personal characteristics necessary for a career in sports marketing.
- Explain the entertainment industry including entertainment profits, distribution of entertainment, marketing music and theater, awards and annual events, and entertainment marketing careers.
- Explain marketing entertainment including customized entertainment, Entertainment technology and marketing, and world entertainment marketing.
- Explain recreation marketing including recreation sports, travel and tourism, resorts and theme parks, recreation marketing careers.
- Explain marketing plans including advertising, marketing research, developing a marketing plan, and determining the bottom line.
- Discuss the legal issues for sports and entertainment including laws and contracts, unions, and licensing.

**Grades:** Grading will be awarded on the standard Grandview Scale, based on the percentage of points you have earned for the semester. Grades are based on the following criteria:

Daily Work / Quizzes	You will be expected to turn in regular assignments, complete and on-time.
Projects / Tests	You will demonstrate your achievements through a project or test at the end of each major unit.
Final Project	You will prepare and present a comprehensive final project that will allow you to demonstrate all of the skills you will have learned in this course.

Participation / Employability	This is a skills-based business class, and you will not be successful unless you come to class and complete the work. Part of your score will be based on employability and participation. You will earn your employability and participation points each day for: <ul style="list-style-type: none"> <li>▪ Being in class on time</li> <li>▪ Participating in class discussions and activities</li> <li>▪ Having books open and materials ready when the bell rings</li> <li>▪ Effectively using class time to complete the course work</li> <li>▪ Working with others to help them succeed in this class</li> <li>▪ Following directions</li> <li>▪ Complying with classroom expectations</li> </ul>
Leadership	You will earn your leadership grade by performing leadership activities. You will be responsible for completing the Leadership Points form and turning it in at the end of the semester. A total of 100 points per semester is required.

**Leadership Hours:**

An integral part of this course is leadership. Your grade will include leadership points. You will have a choice of a variety of activities, both DECA and non-DECA related, to earn leadership points. These activities increase your understanding of the business world. Be sure to watch your calendars for designated leadership activities!

**Classroom Policies:**

**Attendance:**

Daily attendance is essential if you are to receive the most educational benefit from this class. Attendance in this class is important, as it is on the job. Regular attendance in the business world is a large measure of the employee. It is in this class as well.

**Tardy Policy:** Punctuality is a behavior that is extremely important to the learning process and a real-life skill required by all future employers. Therefore Mrs. Charvet has developed a tardy policy and ladder that reflects this philosophy.

**Tardy Consequences:**

Please see Grandview High School Student Handbook / Planner.

**Classroom Disciplinary Actions:**

1. WARNING
2. WARNING WITH HALLWAY REFLECTION
3. 20 MINUTE AFTER SCHOOL DETENTION
4. TEACHER PARENT CONTACT
5. DISCIPLINE REFERRAL

**Grading Scale:**

Point Value	Letter Grade	High Percentage	Low Percentage
4.00	A	100.00	93.00
3.70	A-	92.99	90.00
3.30	B+	89.99	87.00
3.00	B	86.99	83.00
2.70	B-	82.99	80.00
2.30	C+	79.99	77.00
2.00	C	76.99	73.00
1.70	C-	72.99	70.00
1.30	D+	69.99	67.00
1.00	D	66.99	60.00
0.70	F	59.99	57.00
0.30	F	56.99	53.00
0.00	F	52.99	

**Grading Policy:**

- Student attendance, effort, attitude and other behaviors will be reported separately from achievement.
- In the case of academic dishonesty student will be referred to the office to receive their consequence. Student will also be given the opportunity to take the test over or receive a zero.
- Students have a right to make up work missed due to absences.
- Grades will be based on the achievement towards district course/grade level standards. Therefore, the grades will be organized and recorded by standard.

**Computer Use:** You will be responsible for adhering to all District, School, Department, and Classroom computer usage guidelines. Failure to follow those guidelines may result in the loss of your computer privileges for the remainder of the semester.

**Mrs. Charvet's Classroom Standards**

Grandview students are expected to conduct themselves in a manner that promotes a proper learning environment and reflects positively on themselves, their classmates, teachers, family and community. Each Grandview student automatically becomes a citizen of our school, both receiving privileges and accepting responsibilities, including:

<b>Be Prompt &amp; Prepared</b>	Be ready to learn when class begins. Have materials with you and be aware of due dates.	<b>Be Polite &amp; Positive Participant</b>	Be attentive.
<b>Be Professional</b>	Treat all members of the school community with politeness and respect.	<b>Be Productive</b>	Turn in work on time and always do your best.
<b>Be a Problem a Solver!!</b>			

**Caveat**

This is a general syllabus and cannot possibly detail the entire scope of the curriculum. Due to the nature of daily school activities and the dynamics of specific classes, the order and scope of the class may vary.