

10-12 Sports and Entertainment Marketing II Outline

Dear Parents and Guardians

Welcome to Advertising at Lake Dallas High School! This syllabus outlines the course plan for your child's class this semester, including key topics, expectations, and how you can support their success. As required by Texas law (Senate Bill 12), this document serves as the instructional plan and is available for your review. I look forward to working with you and your child!

Contact Information

Teacher: C. Taylor Robertson, M.S.A.

Email: crobertson@ldisd.net

Phone: 940-497-4031

Conference Time: 7th Period – 1:25 PM to 2:10 PM

Best Way to Reach Me: Email or call the school office. I'll respond within 24 hours on school days.

Course Description

This advanced course builds upon concepts from Sports & Entertainment Marketing I, focusing on strategic decision-making, event and sponsorship management, advanced promotion, data analysis, career preparation, and the integration of emerging technologies into marketing strategies. Students will work on real-world projects to develop skills for the sports, entertainment, and event marketing industries.

Tutorials

By appointment only during Football and Track seasons. During the off season, I will be available Tuesday and Thursday afternoon from 4–4:30 PM and on Wednesday mornings from 8–8:15 AM.

Course Materials – Needed Daily

- Paper
 - Pen and/or pencil
 - Charged Chromebook
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Course Overview – January thru May 2026

First Week – Introduction & Review

- **Learning objectives:** Build relationships with students, review course expectations, and refresh knowledge from Sports & Entertainment Marketing I.

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- **Activities:** Syllabus review, nameplates, introductions, industry trend discussion, and review of foundational concepts.

Unit 1: Advanced Market Research & Data Analysis

- **Learning objectives:** Conduct in-depth market research, analyze consumer trends, and apply findings to sports and entertainment marketing strategies. (TEKS 130.348.c.2–3)
- **Activities:** Secondary research projects, survey creation, data visualization, trend reports, review, and assessment.

Unit 2: Sponsorships & Endorsements

- **Learning objectives:** Evaluate and develop sponsorship and endorsement opportunities, negotiate agreements, and measure ROI. (TEKS 130.348.c.5)
- **Activities:** Sponsorship proposal development, endorsement case studies, mock negotiations, review, and assessment.

Unit 3: Event Planning & Management

- **Learning objectives:** Plan and execute sports or entertainment events with attention to logistics, budgeting, promotion, and fan engagement. (TEKS 130.348.c.6–7)
- **Activities:** Event planning simulations, project management exercises, event marketing campaigns, review, and assessment.

Unit 4: Promotion & Media Strategies

- **Learning objectives:** Design advanced promotional campaigns incorporating traditional, digital, and social media channels for maximum audience reach. (TEKS 130.348.c.4, c.8)
- **Activities:** Campaign creation workshops, cross-platform promotion strategies, media placement planning, review, and assessment.

Unit 5: Careers & Professional Development in Sports & Entertainment Marketing

- **Learning objectives:** Explore career pathways, develop personal branding, and practice professional communication skills in industry contexts. (TEKS 130.348.c.10)
- **Activities:** Resume and portfolio development, mock interviews, guest speakers, final project presentations.

Work Standards

- Use 8 ½" x 11" ruled white paper
 - Handwriting should be neat and legible
 - Essays, reports, and projects must observe the appropriate instructions and deadlines (typed unless otherwise noted)
 - Assignments submitted via Canvas or ICEV must meet the same deadlines as handwritten work
 - No plagiarism or copying
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Classwork and Homework

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Class time will be used for notes, lectures, discussions, and various individual and group assignments. Students should use time wisely and turn in classwork the same day it is assigned. Homework (rare) should be turned in the next class day.

Students are responsible for making up missed work and notes after absences, with one day allowed for each day absent plus one additional day.

Communication

I will use Canvas, ICEV, Student Square/Parent Square, and/or student email accounts to communicate with students and parents. Please check email and Canvas regularly for announcements and reminders.

Grading Policy

- Class/Homework: 50%
- Tests: 50%
- Projects: Count as 2–5 test grades depending on the project.

Late Work Deductions:

- 1 day late = 10% deduction
- Additional 10% deduction per week late, up to the end of the grading period

Retake Policy:

- Available if the original score was below 70%
- Must request in writing, review material, and show evidence of increased understanding
- Maximum retake score: 85%

Academic Integrity:

Plagiarism and cheating will result in a zero for all involved and may lead to further consequences.

Mastery Learning:

Students may be allowed to resubmit projects/assignments after meeting with the teacher for feedback.

Expectations and Rules

- Be respectful, be on time, be prepared
 - No silliness, disruptive talking, or behavior unbecoming of a mature high school student
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Discipline

1. Warning
2. Conference with student
3. Conference with parents

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4. Office referral if behaviors continue
Severe infractions result in immediate office referral.

Food & Drinks

No food or drink in the computer lab to protect technology and respect food allergies.

Thank you for supporting your child's education! Feel free to contact me with questions.

Sincerely,

C. Taylor Robertson