

9-12 Sports and Entertainment Marketing Syllabus Outline

Dear Parents and Guardians

Welcome to Sports and Entertainment Marketing 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: 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

Explore the intriguing world of sports and entertainment from the perspective of marketing. Sports and entertainment topics are used to learn foundational marketing concepts. Emphasis is on sports and entertainment as a business, marketing strategies, communication, sales, promotion, advertising, international business, and e-commerce. Marketing functions are incorporated throughout the sports and entertainment industries and are the perfect vehicles to highlight how marketing plays out in our everyday lives.

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 – August thru December 2025

Introduction to Sports & Entertainment Marketing – First Days of School

- *Learning objectives:* Build relationships with students and understand course expectations.
- *Activities:* Syllabus review, nameplates, introductions, and discussion of course materials.

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Unit 1: Foundations of Sports & Entertainment Marketing

- *Learning objectives:* Understand marketing basics, the role of marketing in sports and entertainment, and professional standards.
- *Activities:* Completed notes, section recap, review, and assessment.

Unit 2: Marketing Research & Strategy

- *Learning objectives:* Conduct marketing research and develop strategic plans tailored to sports and entertainment industries (TEKS 130.347.c.3).
- *Activities:* Research assignments, group discussions, project planning, review, and assessment.

Unit 3: Digital Marketing Tools

- *Learning objectives:* Apply digital tools and platforms to sports and entertainment marketing (TEKS 130.347.c.8).
- *Activities:* Hands-on practice with Canva/Adobe Express, social media content creation, and analytics review.

Unit 4: Social Media Management

- *Learning objectives:* Develop and manage social media campaigns for sports and entertainment clients (TEKS 130.347.c.8).
- *Activities:* Campaign planning, scheduling posts, performance evaluation, review, and assessment.

Unit 5: Planning for the Future

- *Learning objectives:* Identify career opportunities and plan personal career goals in sports and entertainment marketing (TEKS 130.347.c.10).
- *Activities:* Career research project, guest speakers, final project presentation.

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

Classwork and Homework

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.

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