

# Sport and Entertainment Marketing Syllabus

## Course Description:

This Sports & Entertainment Marketing course develops student skills in determining the economic impact of sports/events, price setting, research, marketing, positioning, product/service management, and promotion and sales strategies. Throughout the course, students will encounter problem-solving situations that require the application of academic and critical-thinking skills.

## Course Objectives:

- Understand the economic impact of sports and entertainment.
- Develop pricing strategies for products and services.
- Conduct market research relevant to sports and entertainment.
- Create effective marketing and promotional strategies.
- Manage products and services within the sports and entertainment industry.
- Enhance critical-thinking and problem-solving skills.

## Required Materials:

- Notebook
- Pencil

## Grading Policy:

Grades will be based on points earned from:

- Assignments
- Quizzes
- Projects
- Class participation

Each assignment will have a specific point value, and total points earned will determine the final grade. Full completion of online assignments generally earns full points.

**Note:** Full completion of assignments and active participation will positively affect your overall grade.

## Late Work Policy: Work is due by the beginning of class unless otherwise stated.

One Day Late: 10% off

Two Days Late: 20% off

Three Days Late: 0% (Intervention will have to be scheduled if makeup desired)

## Class Policies and Expectations:

1. **Be Courteous:** Show respect to classmates and the teacher at all times.
2. **Punctuality and Respect:** Arrive on time and be prepared for each lesson. Follow all instructions provided by the teacher.
3. **Be Helpful and Participative:** Contribute to class discussions and group activities. Assist classmates when needed.
4. **Creativity and Curiosity:** Approach assignments with an open mind and embrace creativity.
5. **Leading and Listening:** Take initiative in group projects and practice active listening during discussions.
6. **Invest in Yourself:** Strive for personal growth in knowledge of the sport and entertainment industry.
7. **Prohibited in Class:** Cellphones, games, soda, and energy drinks are not allowed during class time.

### Course Topics:

- Modern marketing strategies
- Economic impact of sports and events
- Pricing and research techniques
- Digital entertainment (podcasts, videos)
- Fantasy sports
- Creating and filming content

This syllabus is designed to provide clarity and structure for both students and their families. Please review it carefully and reach out with any questions or concerns. I look forward to the opportunity to work together this year!

Please review the above information carefully and sign below if you agree to the course policies and expectations. If you have any questions, feel free to contact me at [garret.klein@k12.nd.us](mailto:garret.klein@k12.nd.us).

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Parent Signature

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Student Signature