

Sports & Entertainment I—MH31 Syllabus

Course Description

In this course, students are introduced to the industry of sports, entertainment, and event marketing. Students acquire transferable knowledge and skills among related industries for planning sports, entertainment, and event marketing. Topics included are branding, licensing, and naming rights; business foundations; concessions and on-site merchandising; economic foundations; human relations; and safety and security. Mathematics and social studies are reinforced. Work-based learning strategies appropriate include cooperative education, entrepreneurship, internship, mentorship, school-based enterprise, service learning, and job shadowing. Apprenticeship is not available for this course. DECA (an association for Marketing Education students) competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences.

Materials Needed

MacBook (charged each night) and charger.

Objectives

1.00 Understand career planning, marketing, product management, selling, promotion, and customer relations for the sport and event industries.

1. Acquire information about the sport/event industry to aid in making career choices. (PD:115), (PD:107)
2. Understand sport/event marketing's role and function in business to facilitate economic exchanges with customers. (MK:012), (MK:007)
3. Acquire information about the sport/event industry to aid in making career choices. (PD:051)
4. Employ product mix strategies to meet customer expectations. (PM:079)
5. Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. (SE:188), (SE:209)
6. Position product/services to acquire desired business image. (PM:141), (PM:139), (PM:140), (PM:142)
7. Employ sales-promotion activities to inform or remind customers of business/product. (PR:175)
8. Resolve conflicts with/for customers to encourage repeat business. (CR:009), (CR:010)
9. Process the sale to complete the exchange. (SE:461)
10. Employ sales-promotion activities to inform or remind customers of business/product. (PR:193), (PR:194)

2.00 Understand operations and marketing-information management for the sport and event industries.

1. Implement organizational skills to improve efficiency and workflow. (OP:142), (OP:102)
2. Utilize project-management skills to improve workflow and minimize costs. (OP:001)
3. Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:245)
4. Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:246)
5. Collect secondary marketing data to ensure accuracy and adequacy of information for decision-making. (IM:247), (IM:186), (IM:248)
6. Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:249)

3.00 Understand marketing planning and promotion for the sport and event industries.

1. Select target market appropriate for product/business to obtain the best return on marketing investment. (MP:037), (MP:038)
2. Understand promotional channels used to communicate with targeted audiences. (PR:177)
3. Understand the use of an advertisement's components to communicate with targeted audiences. (PR:014)
4. Understand the use of direct marketing to attract attention and to build brand. (PR:164), (PR:301), (PR:240), (PR:276), (PR:299)
5. Develop content for use in marketing communications to create interest in product/business/idea. (PR:163), (PR:179), (PR:122)
6. Understand the use of direct marketing to attract attention and to build brand. (PR:165)
7. Develop content for use in marketing communications to create interest in product/business/idea. (PR:362), (PR:166)
8. Manage media planning and placement to enhance return on marketing investment. (PR:180), (PR:009), (PR:010), (PR:181), (PR:104)

4.00 Understand selling, promotion, product/service management and pricing for the sport and event industries.

1. Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:318)
2. Employ sales-promotion activities to inform or remind customers of business/product. (PR:192)
3. Utilize publicity to inform stakeholders of business activities. (PR:057), (PR:182), (PR:183), (PR:184), (PR:185), (PR:186)
4. Employ sales-promotion activities to inform or remind customers of business/product. (PR:142), (PR:191)
5. Position company to acquire desired business image. (PM:144)
6. Employ sales-promotion activities to inform or remind customers of business/product. (PR:189), (PR:190)
7. Develop a foundational knowledge of pricing to understand its role in marketing. (PI:047), (PI:048)
8. Employ sales-promotion activities to inform or remind customers of business/product. (PR:187), (PR:188)
9. Perform pre-sales activities to facilitate sales presentation. (SE:315), (SE:067)
10. Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:316), (SE:317)

Grading

A. Grades will be earned through participation in cooperative groups, individual assignments, projects, quizzes, tests, and presentations.

Attendance Policy

The attendance policy as well as other policies outlined in the school's code of conduct will be followed.

Makeup Work Policy

After any absence, all makeup work is due within a 2-day time limit. Any unfinished assignment will be given a zero score after this time.

Students should make up work and time in the after school program if possible and necessary. If a student submits the makeup work within the 2-day limit but also needs to make up time within the 10-day limit, additional assignments will be given. School policy states that all students must have work assigned for after school makeup (when making up the time missed over 2 days per 6 wks.).

Assignments

When submitting work electronically, students should save file as last name, first name, and assignment name.

Any cheating will result in a zero score and loss of computer privileges. Administrative and parental involvement will follow.

Message to Parents

I look forward to having your son or daughter in class. You are welcome to contact me during the following times: 9:50 a.m. – 11:20 a.m. and 3:00 - 3:30 p.m. Monday through Friday at 248-3083. My e-mail address is dfowler@rcsnc.org

I hope to have a positive impact on your child's learning. Your involvement with your child makes a huge difference, and I encourage your participation. Please feel free to call or e-mail me should you have any questions or concerns.

Sincerely,

Mrs. Denise Fowler
Business Education/Marketing Teacher