

# HVHS Business Education

# **SPORTS & ENTERTAINMENT MARKETING**

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## **Course Description**

This course is an advanced business course designed to study the vast field of marketing, and applying those concepts to the sports industry in American culture. Exploring the multi-billion-dollar sports industry will open avenues to study the political, cultural and economic environment which sports has created in American culture. Building upon the foundation of creativity from Microsoft Office, students will examine, critique and create marketing strategies using the Office Suite of programs. In conjunction with analyzing marketing efforts in a variety of industries, students will examine the effects marketing has upon American society, and individual actions in an attempt to become more aware of the permeation sports marketing has achieved in our consumerist society.

In addition to the course content, students will gain practical experience by working in the HVHS School Store operated as the: Tack Room. This aspect of the course is a requirement and will be completed outside of classroom hours. This experience will require a high level of commitment and responsibility. Failure of the student to maintain the high level of professionalism and knowledge for this aspect of the class will result in removal from the Marketing program. See the School Store policy handout for further information related to this aspect of the course.

## **Supplies**

Students must come prepared for class everyday with: **pen and/or pencil**, and **paper**.

## **Grading**

The student will be evaluated both in individual and collaborative efforts through quizzes, exams, projects and presentations. A variety of projects will provide individual creativity and interests to be pursued with guidance from the teacher. In addition, students will be required to participate daily in discussions and class activities, comprising a significant portion of their grade. At the end of each grading period, accumulated points will be given a grade based on the following percentages: **A=90-100%** , **B=80-89%** , **C=70-79%** , **D=60-69%**.

## **Attendance and Participation**

Student participation is an integral part of the learning process and is dependent on classroom attendance as there is great benefit from interaction with teachers and peers. It is difficult, if not impossible, to duplicate the experiences missed because of an absence. Presence in class provides students the opportunity to ask questions about material not understood, to receive assignments straight from the teacher, to make presentations before classroom audiences and to participate in group learning activities.

A student can earn up to three points each day by: 1) being in class or involved in a school related activity, 2) being on time to class and seated at their assigned workstation and 3) having the proper supplies and participating in classroom activities.

## **Flex Plan for TAG Students**

Students vary as to innate ability, needs, and motives for enrolling in elective courses. The content of the course has been carefully designed to allow for the varying levels of abilities and pursuant interest, so that each student will have challenges and successes resulting from serious academic endeavor. Excellence according to each student's abilities will be the standard expectation.

**\*\*No student may use the internet without teacher permission. Students using the internet without permission will receive an "F" grade and be removed from class. NO EXCEPTIONS!**