**Introduction to Sports and Entertainment Marketing (SEM)**

**Course Syllabus 2013-2014**

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**Course Description:** This course introduces the student to the major segments of the Sports and Entertainment Industry and the social and economic impact it has on the local, state, national, and global economies. The products and services offered to consumers and the impact of marketing on these products and services are examined. Units include: Business Fundamentals, Product Mix, Product Knowledge, Product/Service Management, Business Regulations, Interpersonal Skills, Selling, Marketing-Information Management, Economics, Distribution, Pricing, Advertising, Publicity/Public Relations, Sales Promotion, Business Risks, and Organization.

**\*South Forsyth DECA is the largest DECA chapter in the world\***

Standards: Course Standards can be found at [www.georgiastandards.org](http://www.georgiastandards.org/). Standards will be communicated daily to students in the form of lesson objectives.

MKT-SEM-1. Students will interpret marketing concepts as they apply to sports and entertainment marketing.

MKT-SEM-2. Students will apply concepts and processes associated with successful financial planning in sports and entertainment marketing.

MKT-SEM-3. Students will differentiate between the components of the sports marketing

industry.

MKT-SEM-4. Students will analyze the field of marketing as it relates to the elements of the entertainment industry: television, radio, music, movie, theater, and fine arts.

MKT-SEM-5. Students will interpret the elements of the selling process as they relate to sports and entertainment marketing.

MKT-SEM-6. Students will differentiate between the elements of promotion: sales promotion, advertising, personal selling, public relations and publicity.

MKT-SEM-7. Students will examine the elements of risk associated with the industry of sports and entertainment marketing.

MKT-SEM-8. Students will interpret the legal and ethical behaviors as they relate to the sports and entertainment marketing field.

MKT-SEM-9. Students will incorporate communication and presentation skills into sports and entertainment activities.

MKT-SEM-10. Students will arrange appropriate and efficient channels of distribution for sports and entertainment events.

MKT-SEM-11. Students will investigate career choices in sports and entertainment marketing.

MKT-SEM-12. Students will compose a sports and entertainment marketing plan.

**Text:** The Business of Sports and Entertainment, Sports Career Consulting. A physical textbook will NOT be issued to each student, but this electronic text is available to every student free of charge. ***With the emergence of technology as a tool for learning, South Forsyth High School will be utilizing various resources to assist with instruction, including ItsLearning, online textbooks, and interactive websites.***

**Required Assignments:** This is a project-oriented and case study course. Students will be provided with detailed instructions and rubrics for each summative project.

**Availability for Extra Help:** Appointments are encouraged, but instructor will generally be available each afternoon until 4:00 pm.

**Makeup Work:**  *Make up work is defined as work assigned during a student's absence, not work assigned prior to an absence.* The student has five (5) school days upon returning to school to complete make-up work. The teacher has the discretion to grant a longer period to make up work, if there are extenuating circumstances.

When a student is **not absent**, but fails to turn in an assignment on the due date, the assignment will be accepted the next class day with a 15-point penalty. An additional 10 points (total of 25) will be deducted if the assignment is submitted two days late. The assignment will no longer be accepted after the two-day grace period. At that time, the student may choose to submit in writing an appeal citing reasons why the assignment should be accepted late.

**Grading Calculations**

**EOCT Course Average** = 40% (1st Sem. Course Work) + 40% (2nd Sem. Course Work) + 20% EOCT

1st & 2nd Semester Course Work = 75% Summative + 25% Formative

**Non-EOCT Course Average** = 50% (1st Sem. Course Work) + 50% (2nd Sem. Course Work)

1st and 2nd Semester Course Work = 75% Summative = 25% Formative

Concept of formative assessment: <http://pareonline.net/getvn.asp?v=8&n=9>

*\*Formative Assessments include, but are not limited to homework, class work, practice tests, rough drafts, and sections of projects/ research papers/presentations.*

*\*Summative Assessments include, but are not limited to unit tests, final projects, final essays, final research papers, and final presentations.*

**Grading Policy**

A = 90 – 100

B = 80 – 89

C = 70 – 79

Failing = Below 70

**Class Rules and Procedures:** Please refer to the student handbook for details.

I expect you to perform the Five Bs every single day:

Be on time, in your seat, and with your notebook.

Be respectful of your teacher, your classmates, and yourself.

Be on task, do your best, and think, “I can, if.”

Be the best communicator you can be, listen, and think before you speak.

Be responsible for your own success, challenge yourself, and stay motivated.

**DECA – An Association of Marketing Students**

All students enrolled in Marketing Principles are strongly encouraged to join DECA, an international association for students interested in marketing. DECA is co–curricular, meaning its mission is to enhance the education of marketing students and to provide opportunities to apply the knowledge and skills learned in the classroom. Participation in DECA helps build self–esteem as well as marketing competence through competitive events at the local, state, and international levels. Students will also develop leadership skills and participate in community service projects. You may visit [www.deca.org](http://www.deca.org/) to find out more about this international student organization with 200,000 members worldwide. Dues are $20.00 and include local, state, and national membership.

**Class Supplies**

A ½” 3-ring binder is required for this course. In order to keep the classroom organized, 1st period will use black binders, 2nd period will use red, 3rd period will use blue, 4th period will use white, and 6th period will use green. Students will be completing various projects throughout the year which will require additional supplies. **The instructor does not provide these supplies.** **Critical supplies needed include scissors and glue sticks.** Students may also need the following:

* colored pencils
* markers
* sharpies
* construction paper
* tape/glue sticks
* professional-quality display boards
* flash drive

Students are also encouraged to supply their own tissues when needed.

**PLEASE PLACE SYLLABUS IN YOUR MARKETING NOTEBOOK**