Sports and Entertainment Marketing



Pleasant Grove High School



**Instructor:** Derek Scoville

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**Course Materials:**

Black/Blue pen or Pencil

Lined notebook paper

Course Packet

**COURSE DESCRIPTION:** This is an introductory course, which will help students develop a thorough understanding of the marketing concepts and theories that apply to sports and sporting events. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and sports marketing plans. This course will also delve into the components of promotion plans, sponsorship proposals, and the key elements needed in sports marketing plans. Students taking marketing classes have the opportunity to participate in the DECA Organization. DECA related activities and curriculum will be used as an approved part of this Marketing class.

**COURSE** **OBJECTIVES**:

Understand the basic concepts of Marketing by learning key terms.

To learn the Marketing of Sports compared to Marketing through Sports.

To learn the role of promotion and its importance in a marketing career.

To learn to effectively use the Promotional Mix

Understand the benefits of using different types of Media.

* + - Print Advertising
    - Broadcast Media
    - Outdoor Media
    - Internet Media

To learn the benefits of creating a Brand.

**ATTENDANCE**: An absence is defined as not being in class. When absent from class you are required to make up the work on YOUR own time. Make-up assignments will be accepted and tests may be taken up to one week from the time the assignment was due or the test was given. ***After the week, late work will not be accepted.*** This class will follow the PGHS attendance policy.

**TARDIES*:*** A tardy is defined as not being in class when the second bell rings. This class will follow the PGHS policy for tardies. **Note:**  If you are more than 20 minutes late for class you will be marked as **V**ery Late which requires one morning in attendance school to make that up.

**TESTS:** The student has one week to make up a test. It is the *STUDENTS RESPONSIBILITY* to see that the test is completed. ***Makeup time is before and after school in the business labs.*** Arrangements must be made in advance with Mr. Scoville. When notice of an upcoming test has been given in advance, the student MUST take the test the day it is given to the rest of the class (if attending class that day) regardless of an absence on the class day prior to the test.

**QUIZZES:** Quizzes will be given periodically and may be handed out before the tardy bell rings. If a student is tardy they may not make up the quiz. If the student has a school-excused or parent-excused absence on the day of the quiz they will have one week to make it up in the Business lab before or after school. Arrangements must be made in advance with Mr. Scoville so the quiz can be taken to the lab.

**COMPUTERS:** Computers have been provided for student use in this course. The business faculty will assign an individual account to each student. Students will sign an agreement not to copy computer programs onto or off of the network. Copying programs will constitute an immediate cancellation of the account and transfer out of the class. The Internet can be accessed with permission from Mr. Scoville. Using the Internet without permission will result in failure of citizenship. NO EXCEPTIONS!

Students agree they will ***not*** use any unauthorized programs (i.e., games or programs not used in the class) or put unauthorized information (i.e., programs, messages) onto the network. A *three-page double-spaced report* will be required within four days if an infraction occurs. If the report is late, the student’s academic grade will drop by one letter grade for each day late. Mr. Scoville will assign the topic. Students agree they will not deface, vandalize, or write on lab equipment. If this is done, the student will be charged the replacement cost. Students who willfully damage equipment will replace that equipment.

**HOMEWORK:** There will be homework given each day class is held. You may have time in class to work, but if the assignment is not complete, it becomes homework – DUE NEXT CLASS PERIOD

**PGHS GRADING**

**(Term grades)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| A | = 94 to 100% |  | C+ | = 70 to 74% |  | D- | = 50 to 51% |
| A- | = 90 to 93% |  | C | = 65 to 69% |  | F | = 49% or below |
| B+ | = 85 to 89% |  | C- | = 60 to 64% |  |  |  |
| B | = 80 to 84% |  | D+ | = 55 to 59% |  |  |  |
| B- | = 75 to 79 % |  | D | = 55 to 54% |  |  |  |

**\*This disclosure is to be kept in your loose-leaf for future reference.**

**Pleasant Grove High School/Alpine School District Career and Technical Education opportunities are offered to all students regardless of race, color, national origin, sex, or disability.**

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Dear Parent and Student

Please sign below when you have read the “Classroom Policies and Procedures.” If you have comments or questions, please note them on the space provided below.

Thank you,

Mr. Scoville

***Students Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

***Home Phone Number\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

***Parent Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

***Student Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

***Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class Period \_\_\_\_\_\_\_\_\_\_***

**COMMENTS/QUESTIONS**

**\*Return this paper to Mr. Scoville**