

**Oscar A. Carlson High School**  
**30550 West Jefferson**  
**Gibraltar, MI 48134**  
**(734) 379-7100**

**Course Name:** Sports & Entertainment Marketing B

**Course Number:** BUS 212

**Course Credit:** 0.5 per trimester

**School Year:** 2008-2009

**Instructor:** Brenda Bechtol

**Course Description:** Students will continue to explore the rapidly growing industry of sports and entertainment marketing. Topics of study include advancing the cause through community service, sports marketing in the global market, sports marketing firms, the entertainment industry, marketing entertainment, recreation marketing, developing marketing plans, and legal issues for sports and entertainment.

**Course Objectives:**

1. Instill in students an understanding of the Business/Management/Marketing & Technology Career Pathway.
2. Students will learn about job opportunities in the sports and entertainment marketing industries.
3. Students will develop communication, presentation, problem solving, and employability skills.
4. Students will be knowledgeable of general marketing concepts as well as concepts related to sports and entertainment marketing.

**Student Competencies:**

1. Review basic marketing concepts and concepts learned in Sports and Entertainment Marketing A.
2. Become knowledgeable of advanced techniques.
3. Develop employability skills that transfer into the workplace or college environment.
4. Develop communication and presentation skills.
5. Work as part of a team as well as independently.
6. Apply concepts learned in class to real-world situations.

**Required Text:**

*Sports and Entertainment Marketing*, Second Edition Textbook  
Thompson South-Western, 2005

## **References & Other Resources:**

- Internet
- MS Office Word, Excel, and PowerPoint
- Textbook Supplement Video Clips
- Movies such as “Miracle”
- Super Bowl commercials, award show tapings, along with episodes of “The Apprentice” and “On the Lot”
- Super Bowl Ad Nauseam Video Clips
- Field trips
- Guest Speakers

## **Course Advisory Committee:**

- |                    |                   |                     |                 |
|--------------------|-------------------|---------------------|-----------------|
| • Brenda Bechtol   | • David Alexander | • Walter Kargus     | • Jory Pardon   |
| • deAndra Fountain | • Gayle Arnold    | • Andrea Lozon      | • James Perry   |
| • Elizabeth Iott   | • Aimee Bostic    | • Ryan Marl         | • Sarah Skinner |
| • Allison Ochalek  | • Shane Burgess   | • Meredith McNamara | • Jessica Torok |
| • Todd Skopczynski | • Kaitlyn Esordi  | • Jeff Myslinski    | • Mary Torok    |
| • Jeff Acs         | • Shane Hall      | • Garrett Ochalek   | • Malin Wagner  |
| • Kelly Walters    |                   | • Staci Washington  |                 |

## **Class Assignments:**

- Chapter handouts relating to each chapter
- Various hands-on projects such as (individual and group work):
  - Awards Program Duct Tape Project
  - International Sports Competition Promotion
  - Develop Film Ideas for Another County
  - Design a Theme Park
  - Create a Marketing Plan for a New Sports-Drink Company
  - Design an Advertisement for a Sports/Entertainment Career
  - Create a Resume
  - Create a Cover Letter and Follow-up Letter
  - Role Play Interview Scenarios
- Tests and quizzes relating to each chapter

## **Final Exam:**

- The final exam will be 10% of the trimester grade
- Content: True/False, Multiple Choice, Matching, and Short Answer

## **Class Policies:**

1. Students will act in a respectful and courteous manner towards other people and their property.
2. Students will arrive every day prepared for class. This includes bringing: textbook, workbook, notes, passbook, paper, and pen/pencil, and any other materials specified by the instructor during the school year. Collateral will be collected for any items borrowed from the instructor. In addition, all student supplies must be stored in lockers, not the classroom.

3. Students will listen and follow directions the FIRST time they are given.
4. Food, beverages other than water, cell phones, walkmans, etc... are not permitted in the classroom at any time. Food and drink items will be confiscated and thrown away; other items will be taken and given to administration.
5. The middle room is off limits to students unless permission is given by the instructor. In addition, students will not be able to cut through the middle room as a short cut to class.
6. Students will complete all of their work honestly. Failure to do so will result in a Zero on that assignment or test for all individuals involved. A second offense could result in a failing grade for the marking period, as well as a conference with the parents and principal.
7. Before using classroom supplies or other items in the classroom, ASK the instructor for permission. The instructor's laptop and telephone are off limits and may not be used by students.
8. Classroom assignments/activities take precedence over work from other classes. Students must ask for permission before working on miscellaneous activities or homework related to other classes.
9. A student may not be absent more than 6 times in a given trimester. Students that accumulate 7-10 absences in a trimester will lose credit unless they receive a C+ or better on the exam. Anyone that exceeds 10 absences will lose credit automatically; there will not be an appeals process. Keep in mind that medical absences DO count towards your six absences for the trimester.
10. All homework is due at the BEGINNING of class or it will be considered late. Late assignments will be marked down 10 percent. Unless other arrangements are made with the instructor, students will have one week to turn in missing work. Assignments should be turned into the blue tray labeled with the student's class hour.
11. Students that are absent on testing days are expected to make their test up outside of class within one week of their return to school.
12. Students are expected to be in their seats and ready to begin when the bell rings—students standing in the hallway or doorway will be marked tardy. Before the hour begins, any students that were absent should get their missing work from the instructor. At the end of the hour, students may only stop working when instructed. Students must remain by their seats until the bell rings.
13. Students requesting to leave the room to use the bathroom or get a drink are required to use their own passbook. Abuse of this privilege will result in a loss of passes for the trimester. In addition, hallway passes will not be issued during the first and last ten minutes of the hour.

### **COMPUTER POLICIES**

The following rules and expectations apply to students when using the computer labs or COW (Computer on Wheels):

- ☞ Students will have assigned seats and be held accountable for their workstations. Before using a computer students should notify the instructor of any problems related to their workstations.
- ☞ All computer workstations must be cleaned at the end of the hour. This involves, but is not limited to: removing personal items from the desk, throwing away any trash,

turning in handouts, pushing in chairs, making sure the floor is clean, and pushing in keyboard trays.

- ☞ Furniture must be treated with respect--students may not use the chairs to roll around the room.
- ☞ Unless permission is given in advance by the instructor, Internet use is prohibited.
- ☞ Students need to be selective when printing—proofread and preview your work before printing.
- ☞ Information may not be printed from Internet sites without permission.
- ☞ Before working on assignments and/or printing work from other classes students must ask first.
- ☞ Downloading any software, plug-ins, or files of any kind to the computer desktop or H: drives is strictly prohibited.
- ☞ Students may not modify the settings on the computer such as printer options, screensavers, desktop wallpaper, desktop icons, color type, etc...
- ☞ Notify the instructor immediately if a computer freezes or does something unusual.
- ☞ **FOOD, DRINKS, AND/OR CANDY ARE NOT PERMITTED IN THE COMPUTER LABS OR BY THE COW AT ANY TIME!!!** These items will be confiscated and a detention will be issued.
- ☞ Games, chat rooms, Instant Messenger, and games are completely off limits. Students that do not honor the Internet policy will be referred to administration.

### **Evaluation & Grading:**

#### **Percentage Breakdown:**

30%	Tests/Quizzes
30%	Assignments
30%	Projects
10%	Employability Skills

#### **Grading Scale:**

A	93-100%	B-	80-82%	D+	67-69%
A-	90-92%	C+	77-79%	D	63-66%
B+	87-89%	C	73-76%	D-	60-62%
B	83-86%	C-	70-72%		

\*\*Evaluation of trimester grades will be figured by averaging the trimester grade at 90% and the exam at 10%.

**Course Outline:**

- I. Sports Marketing (2 weeks)
- II. Entertainment Industry (2 weeks)
- III. Marketing Entertainment (2 weeks)
- IV. Recreation Marketing (2 weeks)
- V. Marketing Plans (2 weeks)
- VI. Legal Issues for Sports and Entertainment (2 weeks)