

Mr. Melzer's Syllabus for Sports & Entertainment Marketing

For this class,
you will need:

Pencil

Black or blue
ink pen

Computer
Google Docs and
Canvas Used

Notebook
specifically for
this class.

Believe in
yourself! Have
faith in your
abilities! Without
a humble but
reasonable
confidence in
your own powers
you cannot be
successful or
happy.

Norman Vincent
Peale



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What is Sports & Entertainment Marketing?

This course is designed to develop a thorough understanding of the marketing concepts and theories that apply to sports and events. This course is based on the business and marketing core that includes communication skills, distribution, marketing-information management, pricing, product/service management, promotion, selling, operations, strategic management, human resource management, and the economic impact and considerations involved in the sports and event marketing industries. Leadership development will be provided through DECA (an Association of Marketing Students) activities and competitive events.

Units of Study:

Teamwork, Sports Marketing Careers, Introduction to Marketing, Sports and Entertainment Marketing, Sports Marketing, Product, Distribution, Branding, Promotion, Sponsorship, Endorsements, Licensing, Pricing, Ticket Sales, Legal Issues and Risks, and Entertainment Marketing. Planned projects including a simulation for a Fantasy Team.

• Additional projects may be added throughout the semester as determined by the teacher.



How does Sports & Entertainment Marketing connect to my future?

Sports and Entertainment Marketing is a very important class for students that are college-bound in a sports or marketing related field.

Students will gain valuable knowledge that will help them become successful business students in the future. Students will learn how sports are marketed in America today to gain consumer appeal. Students will also have a detailed

understanding of the concepts of marketing by studying the 4 P's of marketing.

Students will learn how to market themselves to employers in order to beat out their competition in the workforce. Students will also learn how to be the best employee possibly by demonstrating a variety of employability skills.

Course Objectives:

- Increase student awareness of career planning in sports and entertainment.
- Inform students of the increasingly complex world of work.
- Assist students in developing appropriate attitudes about work.
- Provide students a broad overview of marketing as related to sports and entertainment.
- Enhance student awareness and understanding of emerging trends in Marketing.
- Help students to recognize how they can prepare for and advance in Marketing careers.
- Empower students to think critically and for themselves.
- Reinforce basic skills in communication, human relations, and reading.
- Develop an understanding of Marketing and the importance of the Marketing concept.
- Reinforce tasks that can be applied in amateur or professional sporting and entertainment events.

Welcome to my class! We are going to have a lot of fun and learn a lot!

Mr. Melzer's Classroom Expectations

In order to have a smooth, well-functioning classroom environment, that makes effective use of time there are several expectations that are necessary for students. The expectations are:

- Come to class prepared to learn and on time. (Pencils sharpened, notebook in hand, and homework finished, computer charged)
- Students need to take responsibility for their workspace. Clean up after yourselves daily.
- Respect one another, as well as all ideas discussed in class, do not criticize anyone's thoughts or ideas.
- If you cheat or attempt to cheat on any assignment you will be given a zero (0), and a letter will be sent home to your parents describing the situation. I will follow Arrowhead School Board procedures.



Employability Points

At the beginning of the trimester you will be awarded 400 Employability Points. Career and Technical Education strives on preparing students for the workforce. Therefore these points are a substantial part of your grade. Points will be deducted for various reasons that are set in the 'Employability Skills' rubric. Please refer to this rubric for a complete list of skills and attributes that are expected while in class.



Tips for Success!

Sports and Entertainment Marketing is an elective class; however, I will do my best to challenge you and learn life skills as well as marketing skills. This course deals with a lot of concepts and theories that must be taught at the beginning of the semester before we can begin projects and constructing marketing plans. So please do not get discouraged at the beginning of the trimester due to the overload of information.

Tip 1 - This course will have very little homework assigned. Therefore, it is extremely important that you are at school every day to work on the assignments without getting behind in class. If you consistently miss class, you will find yourself getting behind in class fast! The more you get behind the more time before or after school you are going to have to spend making up work!

Tip 2 - Keep all of your handouts that I give you in your folder and online in Canvas. Once you graduate high school you might need to know the 4 Ps of marketing or how to write a press release.

Tip 3 - DO YOUR BELL RINGERS!!! Bell Ringers account for about 25 points every week, meaning a total of 400 points for the semester will come from bell ringers alone. Failure to complete bell ringers may cost you a letter grade!

Tip 4 - Keep track of all of your work. I encourage you to keep all of work for grading purposes. I make mistakes too, so please keep everything in case a grading mishap might occur.

Tip 5 -Keep an open mind throughout this course. We will be discussing a variety of topics in the sports world from athletes scandals such as infidelity and steroids to sports apparel and draft picks. So please keep an open mind throughout this trimester and be respectful to not only me but to your classmates.

