

# Sports & Entertainment Marketing -- Mr. Howell

"A reader lives a thousand lives before he dies. The man who never reads lives only one." – George R.R. Martin



## Course Name: Sports & Entertainment Marketing Business/Marketing Ruskin High School COURSE SYLLABUS



Instructor: Mr. Howell

Room Number: 220

Phone: 816-316-7416

Google Classroom Code:  
n5z4oey

Plan Time: A Day 9-10:25 am

B Day 7:30-8:55 am

Tutoring Hours: Plan Time or by appt.

E-Mail: [jeramieh@hickmanmills.org](mailto:jeramieh@hickmanmills.org)

- I. **Course Description:** This is a semester course designed for students who are interested in a career in Sports and/or Entertainment Marketing. It is an instructional program that focuses on marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.
- II. **Course Prerequisites:** Marketing I
- III. **Supplies Needed:** Pen, Pencil, Notebook, School Issued Devices - Some items will be checked out to students and they will be responsible for repair or replacement if lost or damaged. PERSONAL devices are not needed and if seen during class gives Mr. Howell permission to ZERO classwork points.
- IV. **Instructional Resources:** Zoom, Google Classroom, Nearpod, Website Modules
- V. **Grading Scale:**  
A ..... 100-95   A- ..... 94-90   B+ ..... 89-87   B ..... 86-83   B- ..... 82-80   C+ ..... 79-77  
C ..... 76-73   C- ..... 72-70   D+ ..... 69-67   D ..... 66-63   D- ..... 62-60   F ..... 59-00  
A six-week progress report will be issued to reflect the percentage in class. For high school, semester grades are recorded on students' transcripts and reflect letter grades and GPA. STUDENTS ARE NOT & WILL NOT BE GIVEN GRADES  
**>7 Absences = NO CREDIT FOR CLASS** - students will be given opportunity to attend recovery sessions on Tuesday and Thursday.

### VI. Gradebook Categories and Breakdown

The total grade for the course will be broken into

Category	Percent of Final Grade
Assessments	60%
Classwork/Homework	30%
Other	10%
	100%

I have read and will follow the objectives, expectations, and course syllabus for Sports & Entertainment Marketing.

STUDENT SIGNATURE & DATE

PARENT SIGNATURE & DATE

**ABSOLUTELY NO FOOD OR DRINK ALLOWED IN CLASSROOMS!**  
**NO EARBUDS IN DURING INSTRUCTION TIME**  
**Hall Freeze EVERY Hour EVERY Day even if not announced**  
**The teacher reserves the right to alter this syllabus at any time during the course.**

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## VII. Grade Dissemination and Communication

Parents and students can access grades through the Infinite Campus Portal. Grades are updated every Monday. Parents and students may expect to receive a return call to any messages within 24 hours. Calls are made at the end of the school day unless otherwise specified. Teacher emails are checked daily and generally allow for a quicker response to any question.

## VIII. Assignment Makeup and Late Work

Students who miss class are given the number of days they missed to make up the work. It is the responsibility of the student to ask the instructor for materials. Late work will be accepted only until the end of the quarter and 20% deduction is applied to all points earned on the late assignment.

## IX. Classroom Expectations

Be **RESPECTFUL**.

Follow the classroom SOP's and school wide SOP's.

Do Not Use Profanity, this is a violation of school policy and will be handled by an administrator.

Be prepared with all materials at the beginning of class.

You are considered tardy if you are not physically in the classroom when the bell rings.

Passes are not given a pass for the first or last twenty minutes of class, and only during student work time.

Cell phones and other electronic devices are to be used at the discretion of the instructor.

## X. Course Objectives/I Can Statements and Pacing Schedule

- A. To provide an understanding of the principles of Sports & Entertainment Marketing.
- B. To help introduce students to dynamic processes and activities in marketing and their impact on Sports & Entertainment operations.
- C. The course also develops student understanding and skills in customer relations and communication skills.

## MAJOR COURSE ASSIGNMENTS/PROJECTS:

1. **UNIT 1: WHAT IS SEM:**  
Fandom Project - 100pts  
PT Barnum Case Study - 100 pts  
Stadium/Facility Creation Project - 100 pts
2. **UNIT 2: MARKETING APPLICATIONS:**  
"New Olympic Sport" Project - 100 pts.  
Target Market Person - 100 pts.  
New Balance Advertising Campaign to gain market share in basketball category - 100 pts.
3. **UNIT 3: PROMOTION:**  
School Athletics Rebranding Project- 100 pts.  
Cause Marketing Project PPT- 100 pts.  
Ticket Sales Plan Project- 100 pts.
4. **UNIT 4: OPERATIONS & COMMUNICATIONS:**  
Green Marketing Project- 100 pts.
5. **UNIT 5: CAREERS:**  
Cover Letter- 100 pts.  
Resume- 100 pts.

EXTRA CREDIT - Rich Dad Poor Dad for Teens by Robert Kiyosaki 10pts for each 100 word chapter review.

Make sure you review and adhere to "Expectations for Students when Distance Learning"

**DO NOT BRING FOOD OR DRINK INTO THE CLASSROOM.**

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