

Honors Sport and Event Marketing I
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All course work will be in Canvas

Course Description

This course is designed for students interested in an advanced study of the application of marketing to sport/event products. Emphasis is placed on the following principles as they apply to the industry: diverse products such as the sporting event itself, its athletes, sport facilities or locations, sporting goods, personal training, and sports information. In addition, event marketing principles and concepts will include broader concepts beyond sport events as well as other events such as fairs, concerts, trade shows, festivals, plays, product launches, causes, etc. It is the marketing of all these sport/event products as well as other products through the use of sports/events.

Skills in communications, human relations, mathematics, psychology, and technical writing are reinforced in this course. Work-based learning strategies appropriate for this course include marketing simulations, projects, teamwork, DECA leadership activities, meetings, conferences, and competitions provide many opportunities for application of instructional competencies.

Supplies

- USB Flash Drive to save work
- Earbuds/ headphones with the auxiliary jack (*the cheap kind*)
- Folder: Most of your work is submitted digitally, but you will need a place to organize a few paper items
- Pen/pencil/ paper

Course Outline

Unit 1	Understand the fundamentals of sport and event industries.
Unit 2	Understand sport and event marketing.
Unit 3	Understand the importance of marketing data in sport and event industries.
Unit 4	Understand how sport and events are branded.
Unit 5	Understand promotion ideas and media used for sport and events.

DECA

DECA is an association composed of current and prospective marketing students. This organization allows students to attend field trips, conferences, & competitions that build character, networking, & leadership skills. Marketing students are not required to be in DECA; however, this program is a key component of the curriculum of this course. While DECA events and activities are promoted and discussed in class, official meetings will be held outside of class.

Students will complete their honors project according to DECA standards and may submit their in class projects as entry for the 2023 DECA State Career Development Conference, provided they are official members of Cox Mill DECA.

Parent Access

Parents are invited and highly encouraged to become an “observer” in this CANVAS course. Students will need to generate a pairing code to enable access. Complete instructions on how to obtain parental access to the course can be found on my school website.

Class Expectations/ Policies

- When arriving to class be prepared, professional and positive. Have all necessary supplies and class work. You are to be in your assigned seat **BEFORE** the bell rings.
- The daily agenda will be posted. Complete the **Warm-up** assignment immediately.
- Students are expected to participate in class activities and discussions
- Students are responsible for planning to complete work missed due to school attendance.
- Students are expected to complete and turn in their own work. Any plagiarism or copying of any kind will result in loss of credit and may be subject to further disciplinary action. Cheating is giving and/or receiving any assignments that are not designated as a partner or group work.
- Students are expected to use class computers and the Internet wisely and for educational purposes only.
- All CMHS policies listed in the handbook will be upheld throughout the school year. This pertains to all rules with a special emphasis on dress code, technology use, cell phones, & food in the classroom, and absent from class and make up work.
- I have a **STRICT** no food policy in my computer lab...seriously, don't eat in my class! Water with a secure top is ok if kept away from the computers.
- **Cell phones must be secured in your bag and out of sight.**
- Respect fellow students, the teacher, and school property at all times.

Consequences for Violating a Class Policy

1. Verbal Warning
2. Pep talk and communication home
3. Control room referral
4. Administrative Action

Grading

Daily Work: Daily work will include student notes and activities. Class work is designed so each student has the opportunity to complete work in class. Homework is not regularly assigned, however, students that do not finish work in class are expected to complete the work at home and submit by 11:59 pm on the day assigned.

Projects: Projects or reports will be assigned on a regular basis. Many can be completed during class time. The projects are designed to allow students to implement their marketing skills. They are oftentimes lengthy and cover more than one course objective.

Quizzes: Quizzes and/ or mastery checks will be given at the end of each objective. The majority of the questions on the quizzes will be used on the comprehensive tests.

Tests: Multiple choice tests are not common in this class. Tests are typically concept based and constructed responses.

Class Participation: Class participation is evaluated on attendance, preparedness, and contributions during class time.

Make-up work: Students have five (5) school days to make up any missed assignments due to excused absences. After five (5) school days, any uncompleted work will be recorded as a zero in the grade book.

Late work: Work not turned in will result in a zero in the gradebook. Late work will be accepted at a 10% penalty per day for up to five (5) school days. After 5 days, the zero will stay in the gradebook per CMHS grading policy.

Grading Weights

Assignments 25% - Daily work, homework, participation, mini projects, low impact assignments, knowledge matters

Quizzes 25% - these are not high stakes grades, mastery checks, etc. this will fall in the assignment category in powerschool.

Warm-ups/ Exit Tickets 10% - these are great ways to boost grades, must be present for assignments

Projects 40% - demonstration of mastery through individual and/ or group collaborative projects

Tests 25% - teacher made unit exam tests only*

*The final exam for this course is a semester-long project required by the state and cannot be exempted. The final project score will be 2 project grades - written portfolio of work and in person sales pitch. These will be scored with the state provided rubric and will EACH count as two exam grades in the second quarter of your semester. The weight of this grade is subject to change based on requirements from NCPDI.