

# MRS. WRIGHT'S MARKETING SYLLABUS

## EXPECTATIONS

1. Be respectful to yourself, others and classroom materials.
2. Be responsible for assignments, assistance and absences with honesty and integrity.
3. Be professional with your language and behavior.
4. Never give up! Work hard every day and you will succeed.

## CONSEQUENCES

1. Verbal/Nonverbal warning
2. After-class discussion
3. Removal from class - discussion in hallway
4. Write up and parent contact
5. Principal's office

**Cell Phone Policy:** This classroom is an iPad classroom therefore cell phones are not necessary for learning. Your cell phones must be put away in your bag or in the hanging bag on the door. Failure to comply will result in the loss of your phone.

**Tardy Policy:** I will follow the district policy for tardies. Please make every effort to be in class before the bell rings each day.

**iPad Policy:** You will be assigned an iPad at the beginning of the year. This iPad is considered a textbook. Loss or damage of the iPad will have consequences. The iPad may not leave the room.

**Bathroom Policy:** Do not ask to leave during the lesson. You will not be allowed to go for the remainder of the period. If you are a habitual bathroom attendee, you will not be allowed to go.

## IMPORTANT POLICIES

### **Materials:**

1" Binder  
Composition Book or Spiral  
Pen or Pencil

### **Bell Ringers:**

Come in each day and get your iPad and spiral and complete your bell ringer.

### **Do Your Work!**

## TIPS

## COURSE OUTLINE

1. Employability and Life skills, Classroom Expectations
2. Nature and Scope of Sports & Entertainment Mkt
3. Functions of Marketing
4. Reasons SEM use Marketing
5. Business Concepts & Economic Needs, Business Risks
6. Event Marketing & Fan Experience
7. Marketing-Info System & Demographics
8. Product Planning
9. Branding
10. Licensing

- 11 Distribution channels
- 12 Pricing Strategies
- 13 Promotional Plan
- 14 Communicating Effectively
- 15 Selling & Profitability
- 16 Endorsements
- 17 Sponsorships
- 18 Strategies of Successful Mkt
- 19 Careers in SEM

These units are subject to change with varying order based on the needs of the students.

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## GOOGLE CLASSROOM

Google Classroom is utilized EVERY day in this class.

All powerpoints, assignments and notes will be posted on Google Classroom for you to access at your convenience.

It is your responsibility to come in and obtain printed copies of any of the items posted on classroom.

## COMMUNICATION

Each week, progress reports will be emailed out to parents of students who are failing the class. Phone calls will be made when necessary.

**Tutorials are Monday - Thursday from 8:20 - 8:50.** It is your responsibility to come in and take care of missing work. Mandatory tutorials will be assigned when necessary.

**As a career and technology course, it is important to apply life and employability skills that ensure success in college and in a professional career.**

**A social responsibility grade will be given each six weeks and the grade will count as 10% of the six weeks grade.**

Students will be given a rubric with documented notes about the six weeks and their efforts.

They will complete a self-evaluation using the rubric and information provided and then explain, for each category, why they feel they earned the score they gave themselves.

I expect them to be honest and provide facts to support their scores. If they are unable to do so, the grade will be awarded for them based on the facts.

I have attached the rubric to this syllabus.

## SOCIAL RESPONSIBILITY

## GRADING POLICY

**10% - Social Responsibility    50% - Tests/Projects    40% - Daily Work**

**Projects:** Count as test grades and long-term assignments with rubric. You will not be allowed to make up this grade.

**Late work:** You will have ONE WEEK to turn in late assignments. After that they are a zero. No additional class time will be provided.

**Test makeups:** If you are absent, you will complete the test the next day you are in school plus be responsible for that day's lesson.

**Test corrects:** These are not required but highly encouraged. You must come in for tutorials within one week of receiving your grade or the grade will stand. You will only receive half credit for each corrected question.

**Absent:** If you are absent, you will have the districts allotted days to complete the work.

**Alternative Assignments:** You will be allowed ONE alternative assignment per six weeks to replace a zero for a daily work grade. The assignment must be completed on your own time.