**Sports & Entertainment Marketing I**

***Fall 2016***

Mr. Renwick Pridgeon, Jr. – Room 904

[RenwickD.Pridgeon@cms.k12.nc.us](mailto:RenwickD.Pridgeon@cms.k12.nc.us)

Course Description: In this course, students are introduced to the industry of sports, entertainment, and event marketing. Students acquire transferable knowledge and skills among related industries for planning sports, entertainment, and event marketing. Topics included are branding, licensing, and naming rights; business foundations; concessions and on-site merchandising; economic foundations; human relations; and safety and security.

Course Overview:

* 1.00 – Understand career planning, marketing, product management, selling, and promotion for the sport and event industries.
* 2.00 – Understand marketing-information management for the sport and event industries.
* 3.00 – Understand marketing planning and promotion for the sport and event industries.
* 4.00 – Understand selling, promotion, product/service management and pricing for the sport and event industries.

Student Organizations:

* Student participation in DECA is strongly recommended.(See DECA Membership Letter provided for more details.)

Supplies:

* 3-ring binder (suggested)
* Notebook paper
* Pencil and/or pen
* Sports Magazines (suggested)

Communication:

* **Canvas**: Make sure you check Canvas daily for announcements, updates, and assignments.
* **Website:** The course syllabus and general information, including my contact information, can be found at <http://allthingsPRIDGEON.weebly.com>.
* **Text Communication:** Text “**SEM4**” to **980-349-8688**. This will add you to the list to receive text updates regarding assignments and important announcements.

Attendance: Students who miss more than ten (10) days must recover each absence over ten AND complete an Attendance Appeal at the end of the semester in an attempt to pass the class.

Grading: All students will take FULL responsibility for their grades. You WILL receive the grade that you earn!

* Grading Scale
  + A – 90-100
  + B – 80-89
  + C – 70-79
  + D – 60-69
  + F – 59 or below
* Grading Policies
  + Work turned in after the due date will be accepted; however, you will receive a maximum score of a 50.
    - If you have an excused absence, you will receive full credit for assignments turned in when you return.
  + Assignments submitted without the proper heading will receive an automatic 10 point deduction.
    - First and Last name
    - Block
    - Date
    - Assignment name
      * This should be written/typed at the top right hand corner of every assignment that is handed in.
  + **Students scoring 79 or below on a formal assessment will have the opportunity to retake the assessment. There will be additional work to complete in order to retake the assessment and this must be requested within SEVEN (7) days of the grade being returned to the student. The maximum grade that can be obtained on a reassessment is a 79.**
  + Work missed due to absences (excused or unexcused) will be accepted. The student must schedule a time to speak with the teacher to discuss make-up assignments and missed information.
    - If a student misses a test or quiz, they are expected to make up the assessment immediately upon their return.
* Grading Structure
  + **1ST QUARTER (40% of Final Grade)**
    - Formal Assessments (Tests, Announced Quizzes, and Projects) 60%
    - Informal Assessments (Assignments and Unannounced Quizzes) 20%
    - Midterm 20%
  + **2ND QUARTER (40% of Final Grade)**
    - Formal Assessments (Tests, Announced Quizzes, and Projects) 70%
    - Informal Assessments (Assignments and Unannounced Quizzes) 30%
  + **FINAL EXAM (20% of Final Grade)**
    - Final Exam 100%

Daily Procedures and Classroom Rules:

1. All school policies will be observed and followed.
   1. Electronic devices and headphones
      1. Your electronic devices should be out of sight at all times unless I have asked you to utilize them for class purposes.
   2. Dress Code
   3. Academic Dishonesty
      1. Students participating in academically dishonest behavior will receive an automatic ZERO on the assignment/test. Your parent/guardian will be notified and it could result in suspension and/or removal from student organizations.
2. RESPECT! You will respect me, I will respect you, and you will respect each other.
   1. This includes but is not limited to inappropriate language, inappropriate conversation/comments, side conversations, sleeping, etc.
3. Participation is your key to success. There will not be a formal “Participation Grade” but there your engagement in class will be taken into consideration.
4. Anyone arriving after the tardy bell without a VALID note will be marked as such. NO EXCEPTIONS!
5. Enter the class QUIETLY and ORDERLY. Leave all drama and disorder outside of my classroom!
   1. **Immediately begin working on the warm-up question on the board when you enter the class. This must be written on loose leaf notebook paper (with the correct heading). I will collect these spontaneously and they will be counted as an informal assessment grade.**
6. Use the restroom and get water before you come to my class. If you have an extreme emergency, you will receive 3 bathroom passes per quarter.
   1. There will be no passes given to leave class during the first 10 minutes or last 10 minutes of class.
7. Food is NOT allowed in the classroom unless provided by the teacher. Drinks will be allowed in a clear plastic bottle ONLY!
   1. Drinks are NEVER allowed at the computers.
8. Pencil sharpening is not allowed while I am teaching. If your pencil breaks while taking notes and you do not have an extra one, raise your pencil in the air and I will get you a new one as quickly as I can.
9. IF YOU HAVE QUESTIONS, DO NOT HESITATE TO ASK! THERE ARE NO BAD QUESTIONS.

**“Everything you want is out there waiting for you to ask. Everything you want also wants you. But you have to take action to get it.”– Jack Canfield (Co-author Chicken Soup for the Soul series)**

**COURSE CONTRACT**

# In order for everyone involved in the course to be successful, we must all make a commitment to each other and to ourselves. Please sign and return to Mr. Pridgeon.

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I have read and understand the course description and expectations. I understand my roles and responsibilities when it comes to my success. I understand that my teacher will do everything he can to not only teach me the content of the course, but to also help me understand the value of social responsibility, social accountability, and the importance of a community. If at any time I have questions or concerns about the class, I will ask my instructor.

Student Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I have read and understand the course description and expectations. I understand my roles and responsibilities in helping my student to be as successful as possible. I will do all I can to support my student in this course academically, socially, and behaviorally. If in the event I have any questions or concerns, I will contact the instructor to resolve them.

Please provide your current address and the most reliable phone number in which you can be contacted. If you have access to email, please provide your email address as well and notate your preferred method of communication.

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Teacher Name: Renwick Pridgeon, Jr.

We have designed this course to allow every student to be successful both in the classroom and in life beyond high school. We will do all that we can to help every student reach their highest potential. We will always act with fairness and impartiality and do what we deem is best for each individual student. We will always be open to questions, concerns, and comments in order help everyone work together for the success of all students.

Teacher Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_