**Classes**

Monday – Friday 9:44-10:30am Room 139

Monday – Friday 1:04-1:40pm Room 139

**Instructor** **Information**

**Instructor** Miss K. **Email:** ekostenbader@oleanschools.org

**Telephone:** (716) 375-8018, ext. 3139

**Office Hours**

Miss K. Room 139 – Monday – Friday 2:44 – 3:05 PM or by appointment

**Required Text & Materials:** \*There is no textbook for this course. Assignments will be based on lectures, class discussion, and multiple media sources. Students are expected to bring their laptops to class *every day.* Additionally, students should bring a: Notebook, Folder, Pen/Pencil, Flash Drive, and Electronic Folder.

**Course Description:** Students will gain a broad overview of marketing’s role in today’s society, particularly within the Sports and Entertainment Industry. In an overview of sports and entertainment marketing, students will understand how marketing informs, engages, and learns from consumers to improve business practices and advertising strategies. An emphasis will be placed on the Marketing Mix and its role in decision-making. By the end of the course, students will be able to analyze and create advertisements using different media platforms and marketing strategies.

**Student Learning Outcomes:** *Students who demonstrate understanding can:*

1. Explain fundamental marketing concepts.
2. Demonstrate how the marketing mix is used to better understand how to inform, engage, and learn from consumers.
3. Conduct different marketing analyses.
4. Analyze different marketing strategies and how products and services are marketed through sports.
5. Discuss differences and similarities between sports and entertainment marketing.
6. Use technology to create a well-informed advertisement using different marketing strategies and analyses.

**GRADING:**

Projects 35%

Classwork Assignments 25%

Participation 25%

Presentations 15%

**Tentative Course Outline: *Sports & Entertainment Marketing***

1. **Creating customer relationships and value through marketing** 
   1. Developing successful marketing and organizational strategies
   2. Scanning the market environment
2. **Understanding Buyers and Markets** 
   1. Understanding consumer behavior
   2. Marketing segmentation, targeting, and positioning
3. **Sports & Entertainment Marketing** 
   1. What is sports and entertainment marketing
   2. College and amateur sports
   3. Professional sports
   4. Marketing products and services through sports
   5. Careers in sports and entertainment marketing
   6. Legal issues for sports and entertainment

**Course Evaluation**

All assignments must be completed and handed in on the assigned date. Students are responsible for making up ALL assignments due to absences. Assignments must be turned in the day you return to school.

**Attendance / Late Assignments / Expectations**

Attendance is expected and crucial to be successful in this course. An attendance grade will be calculated each marking period based on the number of class periods missed. Perfect attendance will result in a grade of 100. Each class missed will reduce this grade by 3 points.

Students will be allowed an amount of time equivalent to the absence for completing schoolwork in which they are deficient. Students missing tests, quizzes, or assignments which are graded because of truancy will be given a zero.

Expectations of students – Olean High School Student-Parent Handbook as well as the Olean City School Districts Code of Conduct will be followed at all times. Students are responsible for knowing the contents of these policies.

**Cell Phone Policy**

Cell phones should be turned off and away in lockers at all times.

**Disability Accommodation**

Student IEP and 504 Plans will be followed at all times to ensure accommodations are met. If students believe their plans need refining, I encourage ant student to contact their guidance counselor or Marcie Richmond, Director of Special Education, at [mrichmond@olean.wnyric.org](mailto:mrichmond@olean.wnyric.org) or (716) 375-8010.

**Extra Credit**

There will be extra credit opportunities offered throughout the school year. An Extra Credit assignment can be turned in at any point during the year. Students can choose up to 4 extra credit assignments to do. The extra credit grade will replace the student’s lowest classwork grade for the quarter. This can be done once per quarter.

There will be other bonus point and enrichment opportunities offered throughout the year in which students can boost their Participation and Assessment grades.

\**The teacher reserves the right to modify contents in the syllabus with notice given students. Each student is responsible for obtaining all handouts, announcements, and schedule changes.*