**Sports & Entertainment Marketing**

Snow Canyon High School

Mr. Luikart

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**Phone:** 435-634-1967 (SCHS) **Room:**  Room 100

**Course Description:**

This is an introductory course which will help students develop an understanding of the marketing concepts and theories that apply to sports and sporting events. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and sports marketing plans. This course will also delve into the components of promotion plans, sponsorship proposals and the key elements needed in sports marketing plans. Students taking sports marketing have the opportunity to participate in DECA (student marketing leadership organization

**Attendance/Participation -** Regular attendance is a key factor to success in the classroom.

Student earns 10 points per day for participation. Participation points will be deducted according to a student’s attendance and behavior in the classroom. Points will be deducted as follows: Tardy -5, Excused Absence -5, Unexcused Absence/Truancy -10. School related activity absence will be excused for that day. Poor behavior will also result in a loss of daily participation points.

**School Work/Make-Up Policy**

Most of your work will be done during class time. I will be here before and after school (7:45am – 3:15pm) if you need extra time for this class.

**Students are responsible for the completion of any work missed due to absence, regardless of the reason for the absence (excused, unexcused, truant). Work missed will be due from the beginning of the quarter to midterm. Work missed after midterm will be due at the end of quarter.**

\*\*No late work will be accepted the final week of the quarter\*\*

**Classroom Rules:**

1. Be on Time
2. Be Productive and use class time effectively
3. Be Prepared & Participate during class
4. Do not cheat, plagiarize, or copy work
5. Respect for self, others and school.
6. Use appropriate and professional language
7. Never line up at the door before class dismissal
8. Technology distractions keep them out of sight and out of mind.
9. No food or drink, except water
10. No quitting

\*\*\* Please email me if you have any questions or comments: Ben.Luikart@washk12.org

**Classroom Policy & Procedures**

* Be in your seat when the bell rings ready to work and learn.
* Bellwork will be a regular item to start class, you must be here to do it and cannot be made-up.
* If you are late, sign the tardy sheet. (Tardy = -5 pts towards daily participation points)
* Students are allowed a hall pass, one per day, sign out on hall pass sheet. (Hall pass = -5 pts towards participation points)
* Turn in assignments and projects on or before due date in your class inbox.
* Complete and full respect for teacher, presenters and guests at all times.
* If / When you are done early with assignments in class you may help others if appropriate, work on other assignments in this class or others, read a book etc… Personal time on computers is not allowed. (No games, social media etc…)
* Clean up after yourself, log off computers at end of class.

**Electronic Devices**

* Electronic devices are a great tool but also a distraction in the classroom, I prefer them to be out of sight and out mind. I follow the policy in the Student Handbook. The first time I see or hear it student will get a warning, 2nd time I will take it, 3rd time phone/device will be turned over to administrator and I will contact parents. Consequence will be 10 points deducted off participation each time a student is caught using an electronic device not school related.

**Assignments** that are turned in after original due date will be deducted 25% until midterm or end of quarter in which they will earn a zero.

**Tests/Quizzes**. Students may re-take a test or quiz 1 time and the student will take the higher of the two scores. You have one week to complete the test re-take.

**Grading**

1. Each student will be graded on daily participation, assignments, quizzes, tests.
2. Grades will be updated on “Power School.” You are encouraged to check this often.
3. I **do not** offer Extra Credit. (Get it done the first time)
4. **Cheating:** Cheating in class is strictly forbidden. 1st offense student will receive an “F” grade on the test or project, 2nd offense will have administration involvement and/or expulsion from the class. (Be Honest)

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| --- | --- | --- | --- |
| A 100-93 | B 85-83 | C 75-73 | D 65-63 |
| A – 92-90 | B - 82-80 | C – 72-70 | D - 62-60 |
| B+ 89-86 | C+ 79-76 | D+ 69-66 | F 59- Below |

**Media:**

Video clips and movies that are content related and that enhance our course and curriculum will be shown occasionally. All media shown will be in good taste and will be rated no higher than a PG rating. By signing this document, you will be giving your child permission to view these media resources

**Materials Required**

• Pencils and pens

• 2” – 3 ring binder with paper

**\*\* If you are unable to fill out google form please print this document and turn in**

**Snow Canyon High School**

**Sports Marketing —Mr. Luikart**

**Disclosure Statement**

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, received this course disclosure statement and have read it and my teacher has explained each item and I fully understand what is expected of me in this class.

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

Student Signature Date

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, have been notified of the expectations of this class and fully understand what is expected of my child and will assist my child to be successful in this class.

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Parent/Guardian Signature Date

**Parents/Guardians: Please inform me below where I can best contact you.**

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_