



Mission Valley ROP

CAREER TECHNICAL TRAINING CENTER

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Sports & Entertainment Marketing Syllabus: 2024-2025

Mr. Rich

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Overview

This course provides students with competencies necessary for entry-level employment and career opportunities within the sports and/or entertainment marketing industries. Students will learn the fundamental concepts of marketing and business principles in the scope of amateur, college, and professional sports, and entertainment. Students will develop critical thinking skills and recognize which personal qualities will make them the most capable person and most valuable to the employer. In addition, core principles of sports marketing and entertainment will be covered: marketing/sales, management, finance, economics, and entrepreneurship.

Approved for University of California/Cal State Universities' A-G Requirement

Articulation Agreement: Chabot College Credits (students can earn costless college credit by passing this MVRP class with a B- or above for first AND second semester)

Students who have earned a C- or above will receive a Certificate of Completion

Objectives

Upon the completion of appropriate study, students will learn the skill sets of:

Students will:

- Gain a framework for understanding business strategies in the global marketplace.
- Gain familiarity with key strategic issues that cut across the entire business landscape.
- Understand the basic economic principles underlying the aspects of the global economy.
- Appreciate the challenge involved in marketing and managing an enterprise in rapidly changing technological and global environments.
- Understand how general business relates to the sports & entertainment industries.

Student Responsibilities

This is a rigorous course that covers a lot of material. It is imperative that all assignments and readings be completed prior to class. All assignments must be submitted on time. Late work will result in a 50% reduction in assignment points. See me if there are special circumstances preventing you from submitting work on time. Make-up exams may be completed only at the discretion of the instructor and the department. It is the responsibility of the student to obtain notes and assignments from colleagues for any classes that are missed. The instructor reserves the

right to change topics, readings, cases, and assignments in order to further appropriate course outcomes. If the student is absent, the teacher must be approached on the day of return to get work – no later.

Classroom Conduct & Attendance

The classroom is designed to facilitate the active and open exchange of ideas in a supportive, intellectually challenging, and engaging environment. Once class begins, I ask that you focus on the class discussion, discontinue any sideline conversations, and **turn off all electronic equipment**. Cheating or plagiarized work will receive a score of zero, and will not be allowed to be made up. All work of a similar type as the work in question will need to be redone in class. All district/MVROP policies will be used.

- Be on time and come prepared - materials needed include...
- Be respectful to your peers and instructor
- Collaborate - cooperation and teamwork is required to be successful in this class
- Restroom breaks are prohibited during the first and last 10 minutes of class
- Food and drink are not allowed at the computer desks.

You are subject to being marked off for significant points, confiscation of devices, receiving referrals or disciplined further by district/MVROP for the following:

- Computer Violations (Checking Email, Web Browsing, Etc.)
- Phone Use (Social Media, Texting, Etc.)
- Disruptive Behavior (Tardiness, Absences, Headphones Use, Etc.)
- Academic Dishonesty (Plagiarism, Cheating, Etc.)

Grading

Grading will be by weighted percentage on a strict ten percent scale. The grading scale will be as follows:

97%-100%	A+
94-96%	A
90-93%	A-
87%-89%	B+
84%-86%	B
80%-83%	B

And so on. Below 59% is a failing grade.

Your final grade is valued at 100% and will distributed under the following categories:

Critical Thinking and Reflection	25%
Portfolio	25%
Participation	20%
Presentations	30%

Extra Help/Accommodations

Students are expected to participate in all activities as posted on Google Classroom. If you find that you have any trouble keeping up with assignments or other aspects of this class, please let me know via email at prich@newarkunified.org as early as possible. Please be sure to be proactive in informing me about any difficulties as soon as you can so that we can try to find you a solution.

AI tools will be taught and used during the school year. We will be using various AI tools including Chat GPT and Microsoft Copilot.

Students who miss more than 15 days of school or the equivalent (3 tardies equal one absence) will fail the semester due to a lack of class hours. Those hours will need to be made up through the attendance office, signed off and delivered to me. **Please email me before 7:30am the morning of your absence.**

Our school suggests parental permission for your student to view movies and video clips that are used in our curriculum, or that are selected by me. Some videos may be sensitive to some. This content, along with our hands-on activities such as labs, in-class discussions, and projects, give students a well-rounded opportunity to discover ethics.

Return this to the Instructor

Return this to the Instructor

Sports and Entertainment Marketing

Period ____

Contract Agreement: By signing this document, you are agreeing to the policies/regulations listed on the Course Syllabus/Outline.

You also state that you fully understand the policies and consequences.

Student Name

Date

Student Signature

Parent Signature

Parent Email & Phone Number