



# Dallas High School Home of the Dragons



## Sports Marketing 2013-2014

**Instructor:** Bill Masei

**Telephone:** (503) 623-8336 X 3817

**Email:** [bill.masei@dsd2.org](mailto:bill.masei@dsd2.org)

**Office Hours:** Tues-Friday 3:00-3:30, and additional times by arrangement.

**Course Description:** This is a semester long course where the student will enhance their understanding for the role of athletics in sports and entertainment marketing. This course will focus on the marketing of sports as well as marketing through sports. Students will learn by engaging in projects and hands on marketing simulations along with traditional text book and power point presentations. This class will also include field trips along with after school event planning and staffing.

**Text:** None, Students will be given unit study packets

**Course Outline:** History and Evolution of SEM- Power Point

	Unit Topic	Summative Assessment (Standards 1-3 are assessed, in part, on every exam listed below)
Unit 1:	What is S.E.M	Chpt. 1 Test / What is SEM Quiz
Unit 2:	The Marketing Plan	Chpt 3 Test
Unit 3:	Branding and Licensing	Chpt 4 Test / Branding Project
Unit 4:	Promotions and Sales	Chpt 5 Test
Unit 5:	Sponsorship and Endorsement	Chpt 6 Test/ Sample sponsorship package
Unit 6:	Ticket promotion and sales	Chpt 7 Test/ Ticket simulation
Unit 7:	Sports careers	Chpt 8 Test / Sports Career Research Paper
Final Exam	Final Exam	Cumulative Multiple Choice Final Exam (covering all chapters above)

### **Standards to Be Assessed:**

Upon successful completion of the course, students should be able to:

1. Standard 1: Understand the role of sports/entertainment on the Economy.
2. Standard 2: Explain and distinguish between the marketing of sports and marketing thru sports.
3. Standard 3: Understand the methods and distribution of marketing and promotion efforts.

**Career Related Learning Standards:** Career-related learning standards (CRLS) are fundamental skills essential for success in employment, college, family, and community life. We have integrated the Personal Management standard from the CRLS into all courses at DHS. **This standard will be assessed and communicated independent of the academic grade.** It is included below and mainly includes behaviors that will be assessed in this course.

- **Personal Management Standard:** Exhibit appropriate work ethic and behaviors in school, community and workplace.
  - Students will identify tasks that need to be done and initiate action to complete the tasks.
  - Students will plan, organize and complete projects and assigned tasks on time, meeting agreed upon standards of quality.
  - Students will take responsibility for decisions and actions and anticipate consequences of decisions and actions.
  - Students will maintain regular attendance and be on time daily.
  - Students will maintain appropriate interactions with colleagues.

### **Grading and Assessment:**

Student's final grade for each course will be broken down into two categories:

- 1) **Academic:** based on assessments, tests, projects and performances that measure learning.
- 2) **Personal Management:** based on homework completion and other behaviors measuring the CRLS personal management standard.

**The Final grade is calculated as follows:** 75% of the course grade will be based on the **Academic** grade and 25% on the **Personal Management** grade.

- Any items included in the Academic grade (PA) may be retaken and the higher grade recorded. Teachers may extend the retake time period, but as a rule all retakes need to be done within **2 weeks** of the initial assessment.
- Students will complete extra preparation before retaking an assessment.
- Personal management work turned in late may be reduced by up to 50% credit.
- Retakes are not allowed on Personal Management assignments.
- Students must schedule performance retakes at their teacher's convenience. (Speech, drama, labs.)

**Academic Integrity:** We expect students to express academic integrity by doing their own work and properly documenting information gathered from other sources. Students who violate the principles of academic integrity will be subject to disciplinary consequences (see Insubordination section of the on-line student agenda).

**Extra Credit:** Extra credit is not offered, however students may be given additional opportunities to show mastery.

**Cell Phones and Electronic Devices:** Mobile phones are not to be in use or in open view within classrooms, restrooms, locker rooms, or during lockdown situations. Misuse of mobile phone or electronic device will lead to the following consequences:

- ☐ 1st offense - confiscated device is delivered to the main office and returned to the student at the end of the school day.
- ☐ 2nd offense - confiscated device is delivered to the main office where parent/guardian will be contacted to reclaim possession.
- ☐ 3rd offense – discipline referral for “insubordination”, parent contact, and student will no longer be allowed to have the device at school without administrator permission

Personal Communication Devices Board Policy: <http://policy.osba.org/dallas/j/jfceb%20r%20g1.pdf>

**Tardies and Unexcused Absences:** Points will be given towards the Personal Management grade at the end of each grading period (9 weeks/18 weeks) for daily attendance and punctuality. Points will be deducted for each tardy and each unexcused absence in that 9-week grading period. Overly disruptive behavior may also result in loss of attendance points.



