

COURSE SYLLABUS

CTE 8175 Sports and Entertainment Marketing

MCHS BUSINESS & MARKETING

Instructor: Mr. Christian Brielmaier
Email: CBrielmaier@madisonschools.k12.va.us (24 business hour response)
Room: 205
Term: Fall 2022

COURSE DESCRIPTION: This course helps students develop a thorough understanding of fundamental marketing concepts and theories as they relate to the sports and entertainment industries. Students will investigate the components of customer service, branding, product development, pricing and distribution, business structures, sales processes, digital media, sponsorships and endorsements, as well as promotion needed for sports and entertainment events. The course explores career options and develops workplace readiness skills. Contextual instruction and student participation in co-curricular career and technical student organization (CTSO) activities will develop leadership, interpersonal, and career skills. High-quality work-based learning (HQWBL) will provide experiential learning opportunities related to students' career goals and/or interests, integrated with instruction, and performed in partnership with local businesses and organizations.

I. **RATIONALE:** The purpose of this course is to expand the student's awareness of marketing techniques needed in the Sports and Entertainment Industry

II. **PREREQUISITES: ADVISOR RECOMMENDATION**

III. **MATERIALS:**

PLEASE SEE MCHS STUDENT SUPPLIES LIST

Students will not be required to purchase additional materials for this course and shall use MCHS issued Chromebook for assignments and class activities

Students shall come to class prepared each day with:

Chromebook & Charger

Black Pen only. No pencils are to be used for graded assignments

Paper, notebook, or note taking technology.

IV. **LEARNING OUTCOMES:** *Upon completion of this course, each participant will:*

- A. Possess a thorough understanding of fundamental marketing concepts as they relate to the sports and entertainment industries;
- B. Successfully market themselves to colleges, future employers, or trade schools;
- C. Pass a CTE related exam or external certification;
- D. Articulate a personal marketing philosophy.

V. **REQUIREMENTS AND ASSIGNMENTS**

PLEASE SEE SYLLABUS IN COURSE FOR DUE DATES AND ASSIGNMENTS.

B. Post-Course Assignments

1. **Final Exam:** A study guide will be provided on Canvas

2. *End of Course Survey*: See explanation under the section on “Participation.”

VI. GRADING

A. Point Values & Due Dates

	Pre-Course	During-Course	Post-Course	TOTAL
TOTAL	340	250	410	1000

B. Grading Scale

- A 960 to 1000
- A- 940 to 959
- B+ 920 to 939
- B 890 to 919
- B- 870 to 889
- C+ 850 to 869
- C 820 to 849
- C- 800 to 819
- D+ 780 to 799
- D 750 to 779
- D- 730 to 749
- F 729 and Below

- C. Late Assignments:** The nature of this course requires that the candidate interact with the material, instructor and other students on a weekly basis. Because of this, it is difficult to achieve the fullest experience in this learning environment when assignments are late. If unable to complete an assignment on time, the student must contact the instructor immediately by email to make arrangements for the completion of that assignment. Assignments that are submitted after the due date without appropriate excuse and pre-approval will receive the following deductions:
1. Assignments submitted after the due date will receive a 10% deduction.
 2. Assignments submitted more than one week late receive a 20% deduction.
 3. Assignments submitted after two weeks late or after the final due date of the class will not be accepted without documentation of extenuating circumstances. All assignments must be submitted by the course deadline.

VII. ATTENDANCE: Class attendance is mandatory. In case of unavoidable absence, it is the student's responsibility to contact the instructor, submit a reason in writing, and arrange for make-up work. Unexcused absences are subject to grade penalties. Students are expected to email the instructor prior to first bell if they will be absent for any reason.

VIII. OTHER POLICIES

A. **Academic Misconduct:** Academic misconduct is strictly prohibited.

1. **All submitted assignments shall include the phrase :**

- "On my honor I have neither given nor received unauthorized help on this assignment"

B. **Dress Code:** Students are expected to maintain a neat, professional appearance while in class and abide by the MCHS dress code, published in the student handbook.

C. **Classroom Policies:** Classroom policies will be established and enforced by the individual instructor.

IX. **CALENDAR:** See the due dates in the grading section above.

X. **BIBLIOGRAPHY:** See a bibliography available in Canvas.