

Unit	Content
1	Marketing Mix
2	Consumer Behavior
3	Social Media Marketing
4	Marketing Strategy
5	Event Planning
6	Final Project

Course Description

Explore the intriguing world of sports and entertainment from the perspective of marketing. Sports and entertainment topics are used to learn foundational marketing concepts. Emphasis is on sports and entertainment as a business, marketing strategies, communication, sales, promotion, advertising, international business, and e-commerce.

Mandatory Supplies

Chromebook!!
Pencil/notebook



Contact

Megan Minich
mminich@tidioutecharter.com
 Room # 101
 Never be afraid to ask for help

Cell Phone Policy

It is simple. THERE IS NO CELLPHONES in class. If you need to use it, please ask first. If I see cellphone use in my room that involves social media or texting, your cell phone will be asked to be turned off. You get 2 pts for participation a day if you stay off your cell phone. If I see you on your cell phone you lose your 2 pts for the day.



Discipline Procedure + Academic Dishonesty

Students are expected to work on their own unless explicitly instructed otherwise. Students who copy from each other or from any other source on assignments will be considered to be cheating as will students who allow their work to be copied. This includes trying to find answers to problems or programs from the Internet or other sources. Cheating is an automatic zero on the assignment.

Teacher Website

<https://mminich.weebly.com/>

Sign Here:



Student signature

Parent signature

Sports Marketing

Make-Up + Late Work Policy

Absences occur. If you are absent with an excuse then you have extra days to complete work. For example if you are absent 2 days you have two days to make up the work.

Work that is more than two days late will be 20% off
 Work that is more than 5 days late will be 30% off
 Work that is more than 10 days late will be 50% off

I will not enter a grade lower than 50% in my gradebooks. For example if you fail a project or test with a grade lower than 50% I will add the grade as a 50%. However if you do not turn it in the grade will be a 0%

Classroom Rules:

Respect yourself
 Respect your fellow students' right to learn
 Respect the teacher's right to instruct
 Respect the school / classroom equipment.
 No cell phones are permitted unless it is approved for classroom learning.
 HAVE FUN!



GRADING

Grading Scale

A	90-100%
B	80-89%
C	70-79%
D/F	Below 70%

Category & Percentage

Classwork	35%
Projects	50%
Final	25%
	100%

*Extra Credit offered? Tables above are editable.