**Trinity High School**

**Sports and Entertainment Marketing I**

***Kathryn Vaden (Carter)***

**Course Syllabus Fall 2020**

**Course Overview**

In this course, students are introduced to the industry of sports, entertainment, and event marketing. Students acquire transferable knowledge and skills among related industries for planning sports, entertainment, and event marketing. Topics included are branding, licensing, and naming rights; business foundations; concessions and on-site merchandising; economic foundations; human relations; and safety and security. Mathematics and social studies are reinforced. Work-based leaning strategies appropriate include cooperative education, entrepreneurship, internship, mentorship, school-based enterprise, service learning, and job shadowing.

Career and Technical Education curricula and 21st Century Skills require students to use many technologies including the Internet. Randolph County School System has an internet use policy, and all students must sign the internet policy prior to beginning any class that uses such technology.

**“Open Door Policy”**

Students please feel free to stop by my room if you need extra help with class or have questions. You may reach me at 336-861-6870 (Room B21) to make an appointment or email me at [kcarter@randolph.k12.nc.us](mailto:kcarter@randolph.k12.nc.us)

**Respect**

* Respect others: always be polite and considerate of other people’s feelings and rights.
* Respect yourself: always come to class prepared to be an active learner.
* Respect your surroundings: adhere to classroom procedures (on back) and Randolph Technology Use policy.

## **Assessment Criteria**

Each 9-weels’ grade will be calculated as:

* Classwork and projects = 40% (in-class projects, bell work, tickets-out-the-door, etc.)
* Quizzes = 15% (Please note that this section will be coded has “Homework” in Powerschool)
* Tests = 15% (during class, multiple choice, on each objective)
* Culminating Project = 20% (students will work on this project throughout the duration of the semester and saved to a google drive account shared with me, or through a portfolio website.)
* Fantasy Football Project = 10% (students will work on this project throughout the duration of the semester and will turn in final project at the end of the semester)

## **Final Grades Calculated as:**

* First 9-weeks’ grade = 37.5%
* Second 9-weeks’ grade = 37.5%
* Final Exam (state mandated) = 25%

## **Final Grades Calculated as:**

* Sticky Notes
* Ink Pens/ Pencils
* Pocket folder with prongs for fantasy football

## **Contact Information**

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**Classroom Procedures**

1. Be on time. When you enter the classroom, please place your cellphone in your specified pocket, find your assigned seat and begin your bell work
2. You received a 3 minute break at some point during class everyday (time permitting). This time can be used to go to the restroom, use your phone, etc.
3. We will turn in most of our assignments online. Please take the time to check and make sure you have uploaded the assignments correctly. Otherwise, place your completed assignments in the basket labeled with your class period on the table in the front of the room. I take off 10 points every day an assignment/ Bell Work/ Project is late.
4. All classwork assignments (unless otherwise noted) are due weekly, by 5:00pm on Friday’s. If you do not finish an assignment during class the day it is assigned, you have until the end of the week to turn it in before it is “late”. After I have graded the assignment, you have up to one week to correct the assignment and resubmit to earn up to half the credit back. After that, I will not accept submissions.
5. When absent, you have one week to turn in any missed assignments. You will receive a “0” until they are turned in.
6. Be organized and prepared for class; bring necessary items (sticky notes, pens, & pencils). I provide pencils, pens, highlighters, and Kleenex as often as I can. Please feel free to contribute.
7. Please stay on task. If you have a problem staying on task, and somehow find yourself playing games or on other websites not used for classwork, you will receive a 0 for the assignment and your parents will be called.
8. Treat the computers with care; no food or drink (except water, breakfast during 1st block, and lunch during your specified time) should be brought to the classroom. Clean your work station properly. Pick up after yourself and put away materials (headphones, markers, scissors, glue sticks, etc.) before you leave the room.
9. NO Cellphones are to be in use unless you are given specific permission to do so (i.e. for a class assignment.) Otherwise, they should be in your cellphone pocket. If I see it, I will warn you verbally. The second time, I will take the phone; it will be returned to you at the end of class. The third offense, it will be turned into the office.

SKILLS USA

All CTE students are welcomed and encouraged to consider joining Skills USA- a partnership of students, teachers, and industry working together to ensure America has a skilled workforce. Skills USA helps students excel by offering opportunities for leadership, learning, service, and career exploration. If you are interested, please speak to me!