2nd Block Honors Sports & Entertainment Marketing II Course Syllabus

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| **Course Title:** | Honors Sports & Entertainment Marketing II |
| **Teacher:** | Kathryn (Carter) Vaden kcarter@randolph.k12.nc.us  Room B21 |
| **Course Description:** | 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. DECA (an association for Marketing Education students) competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences. |
| **Text:** | Leadership, Attitude, Performance (LAP) modules will be used as a text to deliver the material. |
| **Pre-requisites** | Sports and Entertainment Marketing 1 |
| **Required Supplies:** | Internet access will be extremely helpful. A flash drive may be helpful, but saving documents on the student’s Google Drive, assigned by RCSS is suggested. A binder to hold any papers distributed in class and headphones would be useful. Any other basic school supplies will be needed, i.e. pen, pencil, paper, etc. |
| **Class Expectations:** | Students will be expected to maintain an awareness of their academic performance throughout the school year. Students and parents are able to know their current grade by registering on parent portal or contacting the teacher. A passing grade in this class is not hard to achieve if the student gives good effort in completing the assignments and learning the material.  Classroom behavior expectations:   1. Enter classroom quietly, promptly, and ready to engage. 2. Respect yourself, others, and property. 3. Be prepared with all necessary materials. 4. No electronic devices   Attendance Policy: A student has 10 days to complete all missing work for full credit due to an excused absence. A student has 5 days to complete missing work for full credit due to an unexcused absence. See teacher after returning to school for any assignments.  Tardy Policy: Being tardy is unacceptable, as that is a discipline issue. School wide tardy policy will be used. |
| **Grading Procedure:** | Quizzes: 20-25 question quizzes will be given after each unit competency and open notes.  Tests: Tests will be administered after each unit objective and/or competency.  Class Work: Class work consists of assignments to be completed in a short amount of time, such as a class period or overnight.  Projects: Special projects will be assigned as tests or quizzes throughout the year.  Final Exam: The final exam is a CTE EOC. It is a cumulative exam that consists of 100 questions. Students may not exempt any CTE EOC. |
| **Grading Scale:** | Tests: 20%  Quiz: 15%  Class Work/Homework: 40%  Projects: 25%  Final Exam 25% of final grade Final Exams-May 24 – June 3 |
| **Tutorial:** | Please contact me to set up a virtual session. |
| **Website:** | This course will be conducted using Canvas, an online classroom format. All resources, notes, presentations, assignments, projects, and other class related material will be distributed through this Learning Management System. |