

**Southern Guilford High School  
Sports & Event Marketing Syllabus  
Spring 2025 Semester**

**Instructor:** Mike CasaSanta  
**Room:** V-4  
**Tutorial Hours:** TBD  
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Marketing GRADE LEVEL: 9 – 12 CREDIT: 1

### **Course objectives**

Listed below are the objectives that will be covered this year. **This course is a proof of learning project. You are required to complete the Proof of Learning Project. If you do not complete this project you will not be successful in this course.**

**Unit 1.0 Career in Sport and Event Marketing**

**Unit 2.0 Nature of Sport Marketing**

**Unit 3.0 Market Identification**

**Unit 4.0 Elements of Sport/Event Products**

**Unit 5.0 Nature of Product Branding**

**Unit 6.0 Sport/Event Sponsorships**

**Unit 7.0 Celebrity Endorsements**

**Unit 8.0 Licensing for Sport/Event Marketing**

**Unit 9.0 Sales Promotions for Sports/Events**

### **Methods of evaluation and grading procedures**

The course is operated like a business. Students will be “compensated” (graded) on the basis of their “production” (class participation, completed assignments, projects, quizzes, tests and special course requirements). Tests will be given on materials covered in assignments and in class.

At the end of each objective students will be assessed on their knowledge of the material. This assessment will be in the form of an on-line multiple choice test.

- **Test are labeled as product in gradebook. They count as 40% of grade.**
- **Classwork assignments count 35% of course grade.**
- **Quizzes count as 25% of course grade.**
- **Students who are caught plagiarizing or copying work may receive a “0” for the assignment.**

### **Discipline Plan**

It is important for students to remember that THEIR behavior is THEIR responsibility. Each student CHOOSES whether to follow the guidelines. Please be aware that a choice to ignore a guideline will result in consequences that have been outlined in the student handbook. Parents will be contacted for repeated offences and student could receive After School Detention or In School Suspension depending on the offenses and the severity of the offense.

Severe disruptions will be automatically referred to the office at the time of incident.

Students that exhibit behaviors that interrupt the instructional process will be removed from class immediately so that their behavior does not interfere with the learning opportunities of their peers.

### **Basic Classroom Rules**

- **Be on time and ready to learn**
- **Be respectful at all times**
- **No Cellphones or Air Pods will be allowed to be out during class**
- **No Sleeping**
- **No Profanity**

### **Attendance Policy**

Students are allowed to miss 3 days. On the 4<sup>th</sup> absences students must serve 45 minutes of make up time for each absence over 3. If time is not made up within the quarter the highest grade a student can receive is a 59/F.

### **Tardy Policy**

- Hallway Sweeps will be conducted after every block..
- During the sweep late students will receive a tardy pass with the lunch detention date provided. 1st and 2<sup>nd</sup> period tardies will report to lunch detention the day of the tardy. 3rd and 4<sup>th</sup> period tardies will report the following day.
- Students must report to lunch detention 5 minutes after the bell to release students for lunch. If they do not, they are counted as skipping. Students must stay 15 minutes at which point they are released to the cafeteria which gives them 20 minutes to eat.
- Failure to attend lunch detention will result in 1st Block ISS the following day
- Failure to comply with this will result in a full day of ISS.
- Two tardies in 1 day will result in ISS for the remainder of the day.
- Every 4<sup>th</sup> tardy will result in a full day of ISS

### **Use of Equipment**

If a student is involved in any inappropriate activities including – hacking into locked programs, changing system settings, downloading files without teacher’s permission – the student will be removed from the computer and accommodations will be made.

If a student is found viewing, downloading, or searching for inappropriate materials over the Internet, their privileges will be revoked as in accordance with the schools Internet Use Policy.

### **Tutorial Guidelines**

Tutorial time will be used for remediation purposes and is scheduled after contact with parent is made. This time is not used for make-up work. More details will be emailed out to address provided.

### **As soon as you walk through the door...**

- You should go to your assigned seat and get logged into the computer.
- Please check your school email for any notes that may have been sent out.

**All assignments are classwork and all of our work will be submitted on Canvas.**

- If an assignment takes more than a day to complete it is your responsibility to maintain the document until it is collected.
- *If you do not have your classwork...* You have three days to hand it in. Each day it is late you will **lose 20** points on the process grade.

**Bathroom Passes...**

- Students are not allowed to use the restroom during class. The only exception to this rule is if you have a medical emergency.
- Students are not allowed to use the restroom during the first AND last 10 minutes of class.

**If you need something during class...**

- Students are not allowed to get up from their seats without permission.
- Please raise your hand if you need to get up from your seat. I will most likely allow you to get up as long as you ask permission. If you need to sharpen a pencil- Please ask!
- If you need a pencil or a pen, you may ask to borrow one of mine from the front of the room. Please return so that the supply is maintained throughout the year.

**If you have been absent...all work is available on Canvas**

**Late work /make up work policy**

- Students must complete all assignments to successfully complete this course. Responsible students, like responsible employees, should not submit late work. Ample class time is given to complete assignments, therefore late work is not accepted.
- All students should turn in work within 3 days of returning to class.
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**Make up work** – All students who are absent from class have the opportunity to make up work within **three** days of their absence. **It is the student's responsibility to inquire about missed work.** If a student is absent from class on the day of a test he/she will need to set a time to make up the test. Students are also responsible for participating in planned activities on their return to class.

- notes from another student. Find out any due dates and hand in any work you may have owed me from the previous day. Powerpoints/Notes are on my webpage and are generally emailed to you.
- I highly encourage students when they are absent to meet with me and review what is missed during tutorial.
- Work missed due to being absent is due two days following your return.

**If you finish work early...**

- Work on the vocabulary words. These are the backbone of the course.

- Study, study, study, study! We are not playing games on these computers. There is always something to do business related to keep your minds active.
- Everfi.net is always available to work on (details soon)

**Vocabulary Lists**

- Each unit will have some sort of vocabulary component. This is a new process for the class so we can modify and mold as the course progresses.

**Binder Checks...**

- All students are required to have a 1 inch binder or folder
- Brings folder/binder EVERYDAY.
- Most of your tests are open notes...your own notes in your folder. It only benefits you to keep up with these.
- Organization is huge part of success!!! Trust me! Ask any previous student I have had! Organization has helped them be successful in so many ways!

**Dress Code:**

- Please follow the school wide guidelines.

**Materials Needed**

- A 3-inch Notebook is required for this course
- Pen and pencil
- Paper

**Final Scores & Motivation**

- This semester ALL students will be motivated to strive for a 70 or higher on the final exam.
- A 60 is considered proficient in the course.
- Let's prove Guilford County wrong and show them how smart Northeast really is!

\*\*\*This syllabus is subject to change at the direction of the instructor. You will be notified if a change has been made. \*\*\*

**Student Signature:**

**Parent Signature:**

**Parent Contact Information:**

**Parent E-Mail:**