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| **Limestone Community High School** | | | | | |
| **small_lchs2.gif** | | **Sports and Entertainment Marketing**  **SYLLABUS**  **Year:** **2012-2013** | | | **small_lchs2.gif** |
| **Instructor:** | Miss Sergent | | | | |
| **Classroom:** | Room 5 | | | | |
| **Planning Period:** | 8th Period | | | | |
| **Office Phone:** | (309) 697-6271 ext 105 | | | | |
| **Email Address:** | jsergent@limestone.k12.il.us | | | | |
| **A. Course Information** | | | | | |
| **Grade Level:** | | | Soph - Senior | | |
| **Prerequisite(s):** | | | Marketing I | | |
| **Length of Course:** | | | 1 Semester | | |
| **B. Course Description** | | | | | |
| This course offers students an expanded view of marketing and how it applies to the exciting world of sports and entertainment. The class will apply concepts learned in Marketing I to specific projects related to the sports and entertainment industries. The students will be involved in many collaborative projects and gain firsthand experiences in the sports and entertainment marketing world. | | | | | |
| **C. Course Standards** | | | | | |
| Standards:  3. Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate tools and resources.  4. Students demonstrate concepts, strategies, and procedures needed to work effectively with others.  5. Students develop the reasoning and analytical skills needed to apply ethical concepts related to personal and business decisions.  6. Students demonstrate and apply business and technology concepts, expectations, and operations.  7. Students utilize digital and physical tools to gather, select, evaluate, and apply information appropriately. | | | | | |
| **D. Course Benchmarks/Objectives/Goals/Topics** | | | | | |
| 3.1. Identify and define authentic problems and significant questions for investigation.  3.2. Plan and manage activities to develop a solution or complete a project.  3.3. Collect and analyze data to identify solutions and/or make informed decisions.  3.4. Use multiple processes and diverse perspectives to explore alternative solutions.  4.1. Interact, collaborate, and publish with peers, experts, or others employing a variety of media.  4.2. Communicate information and ideas effectively to multiple audiences using a variety of media and formats.  4.3. Develop cultural understanding and social awareness by engaging with learners in the school culture.  4.4. Contribute to project teams to produce original works or solve problems.  5.1. Use a variety of strategies to locate information.  5.2. Organize, analyze, synthesize, and ethically use information from a variety of sources and media.  5.3. Evaluate information sources based on validity, creditability, and appropriateness.  5.4. Process data, provide feedback in correct format, and select appropriate delivery method.  6.1. Select and use appropriate applications effectively and productively.  6.2. Transfer current knowledge to the learning of new concepts.  6.3. Use creativity and innovation to apply existing knowledge to generate new ideas, products, or processes.  6.4. Demonstrate job readiness skills and workplace expectations.  6.5. Identify social issues and future trends to forecast possible outcomes.  6.6. Understand the benefits, consequences, and implications of living and working in a technological world.  7.1. Use appropriate decision making skills to evaluate situations.  7.2. Recognize the connection between social responsibility choices and ethical decision making.  7.3. Understand the ethical correlation between personal and professional decisions based on morals and values.  7.4. Advocate and practice safe, legal, and responsible use of information and technology. | | | | | |
| **E. Text and Required Supplies** | | | | | |
| **Textbook:** | | | N/A | | |
| **Workbook:** | | | N/A | | |
| **Supplies:** | | | Notebook and Writing Utensil | | |
| **Supplemental Material:** | | | Student Planner | | |
| **F. Nine-Weeks Term Grading Plan** | | | | | |
| Assignments**:** | | | | 80 % | |
| **:** | | | |  | |
| **:** | | | |  | |
| **:** | | | |  | |
| **:** | | | |  | |
| **:** | | | |  | |
| Term Assessments**:** | | | | 20% | |
| **G. Semester Grading Plan** | | | | | |
| Term 1: | | | | 50% | |
| Term 2: | | | | 50% | |
| **H. Limestone High School Grading Scale** | | | | | |
| A: | | | | 94-100 | |
| B: | | | | 86-93 | |
| C: | | | | 77-85 | |
| D: | | | | 70-76 | |
| **I. Expectations** | | | | | |
| 1. No passes. Student must have planner to leave classroom. 2. No electronic devices. 3. No food or beverage. 4. Tardies are unacceptable.   5. Makeup work: One day will be given for each day of absence. It is the student’s responsibility to get the makeup work.  6. Students are responsible for their actions. | | | | | |
| **J. Tentative Schedule** | | | | | |
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| **K. Other** | | | | | |
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