

Sports & Entertainment for Business

Students Will Learn About:

- Marketing Basics
- Recruiting
- Target Markets
- Channels of Distribution
- Wide World of S & E
- Promotion
- Marketing Concepts
- Legal Issues
- Management
- Develop own product
- Strategies
- Preparing a marketing plan



Prerequisites/Credits:

- Must be in grades 11 or 12.
- This class meets for 9 weeks and students earn ½ credit for successful completion of this class.

Attendance:

- Attendance on a regular basis is essential to your success in this course
- Your homework load will be greatly minimized if you are present and use your work time wisely
- If you are absent, see me for assignments---this is YOUR responsibility!
- If you are absent on the day of a unit test, you will take the test on the day you return.



Supplies Needed:

- Notebook exclusively for this class
- Assignment Notebook other various assignments.
- Folder
- Blue or Black pen every day
- Loose-leaf paper
- A positive attitude and a smile



Evaluation:

35% of grade is based on homework

65% of grade is based on tests/projects.

Help!!!

I am more than happy to help you with your assignments any time that I can. I am available both before and after school—schedule an appointment with me.