

## **Sports & Entertainment Marketing Syllabus: 2023-2024**

Mr. Sabangan

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### **Overview**

This course provides students with competencies necessary for entry-level employment and career opportunities within the sports and/or entertainment marketing industries. Students will learn the fundamental concepts of marketing and business principles in the scope of amateur, college, professional sports, and entertainment. Students will develop critical thinking skills and recognize which personal qualities will make them the most capable person and most valuable to the employer. In addition, core principles of sports marketing and entertainment will be covered: marketing/sales, management, finance, economics, and entrepreneurship.

**Cal State Universities may weigh your grade equivalent to an AP upon completion of Cal State application with a B- or above. Refer to your counselor for confirmation**

**Articulation Agreement: Chabot College Credits** (students can earn costless college credit by passing this MVROP class with a B- or above)

**Approved for University of California/Cal State Universities' A-G Requirement under "G" Requirement**

**Students who have earned a C- or above will receive a Certificate of Completion**

### **MVROP "SLO" SCHOOL LEARNING OUTCOMES**

#### **Workplace Basic Skills & Behaviors**

Apply skills learned in class  
Analyze information and make decisions  
Communicate verbally and in writing  
Work independently and as a team member in a diverse workplace  
Work reliably, responsibly, and ethically

#### **Career Technical Skills**

Demonstrate occupational competencies  
Use appropriate technology  
Understand and practice occupational safety standards  
Demonstrate an awareness of how a business or industry functions

#### **Job Employment Skills**

Develop a plan to achieve career goals  
Use effective job search strategies  
Demonstrate an awareness of the importance of lifelong learning

### **Student Responsibilities**

This is a rigorous course that covers a lot of material. It is imperative that all assignments and readings be completed prior to class. All assignments must be submitted on time. Make-up exams may be completed only at the discretion of the instructor and the department. It is the responsibility of the student to obtain notes and assignments from colleagues for any classes that are missed. The instructor reserves the right to change topics, readings, cases, and assignments in order to further appropriate course outcomes. If the student is absent, the teacher must be approached on the day of return to get work – no later.

### **Classroom Conduct & Attendance**

The classroom is designed to facilitate the active and open exchange of ideas in a supportive, intellectually challenging and engaging environment. Once class begins, I ask that you focus on the class discussion,

discontinue any sideline conversations and **turn off all electronic equipment**. Cheating or plagiarized work will receive a score of zero, and will not be allowed to be made up.

All work of a similar type as the work in question will need to be redone in class. All district/MVROP policies will be used.

You are subject to being marked off for significant points, confiscation of devices, receiving referrals, or disciplined further by district/MVROP for the following:

- Computer Violations ( Checking Email, Web Browsing, Etc. )
- Phone Use ( Social Media, Texting, Etc. )
- Disruptive Behavior ( Tardiness, Absences, Headphones Use, Etc. )
- Academic Dishonesty ( Plagiarism, Cheating, Etc. )

### Grading

Grading will be by weighted percentage on a strict ten percent scale. The grading scale will be as follows:

97%-100%	A+
94-96%	A
90-93%	A-
87%-89%	B+
84%-86%	B
80%-83%	B .....

And so on. Below 59% is a failing grade.

Students are expected to participate in all activities as posted on Google Classroom. If you find that you have any trouble keeping up with assignments or other aspects of this class, please let me know via email at jsabangan@newarkunified.org as early as possible. Please be sure to be proactive in informing me about any difficulties as soon as you can so that we can try to find you a solution.

**Students who miss more than 15 days of school or the equivalent ( 3 tardies equal one absence ) will fail the semester due to a lack of class hours.** Those hours will need to be made up through the attendance office, signed off and delivered to me. **Please email me before 7:30am the morning of your absence.**

Our school suggests parental permission for your student to view movies and video clips that are used in our curriculum, or that are selected by me. This content, along with our hands-on activities such as labs, in-class discussions, and projects, give students a well-rounded opportunity to discover ethics. I am notifying you that we may watch a film/video in class with a rating above the G rating to illustrate a particular curricular-related concept.

**Contract Agreement: By signing this document, you are agreeing to the policies/regulations listed on the Course Syllabus/Outline. You also state that you fully understand the policies and consequences.**

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**Student Name**

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**Date**

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**Student Signature**

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**Parent Signature**

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**Parent Email & Phone Number**