

Sports and Event Marketing II **SYLLABUS**

INSTRUCTOR: Dr. Kris Toscani
COURSE TITLE: Sports and Event Marketing II
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Dear Students, Parents, and Guardians,

Welcome to Sports and Event Marketing II. The State Board of Education has designed this course to be rigorous, relevant, standards based, and as a preparatory tool to engage students in learning for high-skill, high-wage, or in-demand post-secondary occupations. The course takes a deeper dive into the five (5) standards explored in Sport and Event Marketing I while encouraging life-long learning, the acceptance of academic challenges, and the illumination of insights related to potential future career plans.

More simply stated, we hope to offer a continuation of the learning gains in the first course by exposing students to a variety of sport and event marketing concepts, best practices, skills, resources, research, exercises, and activities from printed materials, video, digital, electronic, and other mined resources. We also aim to provide students with hands-on experience by working with school based sports teams, events, and programs to put their skills into practice. This is known as meta-cognitive knowledge application and will take students beyond classroom learning to service as practitioners. With time and practice, their skill development will be evident in the media content (social, online, digital, print, certifications, and other types) events they produce throughout the semester. The course culminates with a final project; the rubric for the project is included with this syllabus.

COURSE CONTENT

Objectives/Units

Standard/Obj Number	Standard/Objective	Course Weight	RBT Designation
1.00	Understand the legal, financial, and economic impacts of sport and event marketing.	20%	B2 Conceptual Knowledge - Understand

1.01	Explain legal issues affecting the marketing of sport and event products.	8%	B2 Conceptual Knowledge - Understand
1.02	Understand cultural considerations for planning sports and events.	8%	B2 Conceptual Knowledge - Understand
1.03	Explain the need for event insurance.	4%	B2 Conceptual Knowledge - Understand
2.00	Apply market planning for sport and event marketing.	20%	B3 Conceptual Knowledge - Apply
2.01	Select target market.	7%	B3 Conceptual Knowledge - Apply
2.02	Conduct market analysis.	7%	B3 Conceptual Knowledge - Apply
2.03	Conduct SWOT analysis for use in the marketing planning process.	6%	B3 Conceptual Knowledge - Apply
3.00	Implement promotional activities for sports and events.	16%	B3 Conceptual Knowledge - Apply
3.01	Coordinate activities in the promotional mix.	4%	B3 Conceptual Knowledge - Apply
3.02	Prepare promotional budget and calendar.	4%	B3 Conceptual Knowledge - Apply
3.03	Set sponsorship objectives.	4%	B3 Conceptual Knowledge - Apply
3.04	Plan special events for sports and events.	4%	B3 Conceptual Knowledge - Apply
4.00	Apply marketing strategies to meet customer expectations.	24%	B3 Conceptual Knowledge - Apply
4.01	Determine merchandising opportunities for a sport and event.	6%	B3 Conceptual Knowledge - Apply
4.02	Determine goods and services required for an event.	7%	B3 Conceptual Knowledge - Apply
4.03	Select strategies for maintaining and building fan support.Â	7%	B3 Conceptual Knowledge - Apply
4.04	Develop viral sport and event marketing strategies.	4%	B3 Conceptual Knowledge - Apply

5.00	Apply marketing analytics used in the sport and event industries.	20%	B3 Conceptual Knowledge - Apply
5.01	Explain the importance of marketing analytics in the sport and event industries.	10%	B2 Conceptual Knowledge - Understand
5.02	Utilize marketing analytics tools for the sport and event industries.	10%	B3 Conceptual Knowledge - Apply

MATERIALS

Most documents will be created in one of the software suites or on a Google Doc, Sheet, Slide, or Form.

Pens/Pencils

5 packs of index cards

CLASS RULES

RESPECT show respect to your classmates, teacher, and school property

Be **PROMPT** and **PREPARED** (Prompt means in your seat and ready to work when the bell rings).

Cell phones are **off and out-of-sight** at all times.

Adhere to all rules in the "**Computer Network Usage Policy**": No games or unauthorized websites.

If you need to leave the classroom for any reason, **sign out** in the electronic system.

Class will dismiss when the bell rings; You may begin logging off and packing up 1 minute before the bell.

In addition to these rules, students will be expected to follow all school rules as outlined in the THS handbook.

EXPECTATIONS

Stay on Task

Do NOT skip activities

Use the computer as expected at all times

Maintain a clean and neat work station (leave it cleaner than you found it)

Be committed to learning.

ACADEMIC DISHONESTY

If a student is caught cheating, she/he will receive a '0' for that assignment and parents will be notified. This applies to students providing answers and the students receiving the answers.

Copying another's work in any form is unacceptable.

Students will learn to create and properly cite sources in this classroom. Plagiarism, of any type, is unacceptable. Students copying and pasting content from the internet will receive a '0' for the assignment.

This policy includes the use of Artificial Intelligence (AI) of any type to complete an assignment or activity.

GRADES

Grades are posted in Google Classroom. You are responsible for checking your grade & keeping up with missing assignments. Grades will not be discussed during instructional time. Please see me before school, at lunch, or after school to discuss make-up work, missed assignments, late work, or other questions that are not for the benefit of the academic community. There will be three (3) six week grading terms this school year. Each time will count as 25% of your final grade. The Final Examination will comprise the remaining 25% of your grade.

Proof of Learning Overview

A Proof of Learning (POL) is a tool to assess student achievement and mastery of the course standards. CTE uses a POL as an indicator of program quality in the state Perkins plan. A CTE course POL can be a CTE State Assessment, a Performance-based Measurement, or an industry-aligned credential.

Performance-based Measurement (PBM)

The POL for this course will be a Performance-based Measurement (PBM). A PBM measures students' ability to use higher order thinking skills and knowledge learned to demonstrate attainment of the course standards. The Performance-based Measurement Guide will be at the end of this Curriculum Guide.

COURSE WORK

Quizzes/Vocabulary:	5%
Daily Classwork/Homework:	75%
Tests/Projects	20%
Performance Based Measurement	(The Final Exam)
Semester grade	75%
Final Exam:	25% of the course grade

MAKE UP WORK

Students shall have two (2) school days per absence to complete missed assignments. A maximum of ten (10) days will be allowed for students to complete all missed work. Long-term assignments are exempt from the make-up consideration and are due as assigned. Students who are absent from school can request their work from their teacher(s) via email or through Google Classroom after researching the day's activities in Google Classroom.

SCHOOL RELATED ABSENCES

Field trips and approved school functions will not count as an absence. Seniors may take two Code 6 days during the school year for a college day; juniors may also take two Code 6 days. Documentation from the host college must be provided to the counseling center and approved. School work must be made up within two days following a school related absence.

ATTENDANCE

Five Days: When a student misses 5 days, excused or unexcused, not including ISS, OSS, or Code 6 (school related activities), the teacher must attempt to make a parent contact by calling and then follow up with a letter mailed home to inform the parent of the student's attendance. (Policy 4400R)

- **Ten or More Days:** When a student misses ten (10)+ days in any class period (excused or unexcused) the student is required to complete an ATTENDANCE APPEAL FORM. The appeal form and proper documentation should be submitted to the office by the appropriate deadline. The Attendance Committee will evaluate each student's appeal individually by the end of the semester and determine whether the student will receive course credit. Students granted an appeal will receive the grade earned in the class. If the appeal is denied, the student will NOT receive credit for the class. If a student is failing a class in which they have 10+ absences, they cannot appeal for course credit.

ATTENDANCE CONTINUED

- **CHECK-INS/CHECK-OUTS:** Students who leave school early must check out through the office. Failure to do so will result in truancy. Students who come to school late must check-in through the office.
- **TARDY POLICY:** Classes will begin when the bell rings. Students will report to class on time. Being punctual is a habit worth developing. Tardy students disrupt learning. **LATE BUSES CONSTITUTE THE ONLY EXCUSED TARDY TO SCHOOL.** Oversleeping or traffic problems are NOT normally excused. During class changes when a student arrives to class after the tardy bell; the teacher will record the tardy in their records. Students will also report to the ISS room to collect a tardy pass.

ELECTRONICS

- Electronic device use is prohibited in classrooms unless it is being used specifically for classroom instruction and approved by a teacher.
- Unless explicitly allowed by a staff member, headphones and other listening devices may only be used before school, during class change, and after school hours.
- Cell phones must be off and placed away from students and their desks during tests and assessments, unless otherwise instructed by a teacher.
- If students need to place an emergency phone call during the day, they should request to go to the main office to use an office phone.

- Students may be subject to disciplinary action if their use of their cell phone disrupts the school's educational environment. Examples of this include, but are not limited to: cheating, bullying, harassment, unlawful recording or photographing, violating other school rules.
- The school and its staff are not responsible for any damage to or theft of a student's cell phone. Students must properly secure and take care of their own phones.

Failure to abide by these rules will result in a discipline referral to the office.

SUMMARY

This is a fast paced course and you must engage daily to ensure your success. Assignments will build upon prior knowledge and increase in complexity as the semester progresses. It is important to maintain your assignments, review your notes on a regular basis, and follow an organizational system that helps you to keep pace. My hope is that you will (1) learn by doing (2) grow as a student (3) challenge yourself to think critically and (4) apply the knowledge acquired to new situations.

Go Mounties!

**Dr. Kris Toscani
Tuscola High School
Syllabus Signature Page**

Student Signature _____

Parent/Guardian Signature _____

Parent email: _____ Parent Cell: _____

Student Information

Scenario: You are to assume the role of event marketer. Stakeholders have selected your proposal for a new event in the area! It is time for you to begin the next stage of the planning process. Develop a comprehensive marketing plan for the event. You will present your event plan to the decision-making stakeholders for approval.

Your plan should include these seven components:

- 1. Event Details:** Provide event details (i.e., description, purpose, location, date, and time) and cultural considerations for your event.
- 2. Legal and Insurance:** Describe the potential legal issues for your event. Identify two types of insurance needed for your event.
- 3. Market Opportunity:** Describe the target market for the event, including multiple methods of segmentation. Include market analysis and SWOT analysis for your event.
- 4. Promotion:** Outline promotional plans including a secondary promotional event, promotional budget, and promotional calendar with at least three promotional events.
- 5. Sponsors:** Create a sponsorship proposal and contract.
- 6. Marketing Strategies:** Determine what goods and services are required for your event (merchandise plan, food and beverage plan, security, equipment needed, etc.), and outline strategies for building participant support. Provide samples of event merchandise from different product lines. Develop a viral marketing campaign to support your marketing strategies.
- 7. Customer Survey:** Create a survey for potential or current customers. The survey can focus on any topic that relates to your event and helps you make marketing decisions.
- 8. Present!** Prepare to present your marketing plan to stakeholders. Your presentation should be informative and persuasive.

MH32 Sport and Event Marketing II PBM Rubric

Evaluative Criteria Event Details All criteria must be accurate and complete.	5 points	4 points	3 points	2 points	1 point	0 points	Score
Description of the event Event Location Event Date Event Time Event Rational	Includes FIVE of the criteria	Includes FOUR of the criteria	Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	
Evaluative Criteria Cultural Considerations All criteria must be accurate and complete.	5 points	4 points	3 points	2 points	1 point	0 points	Score

<p>Demonstrate an understanding of diverse cultural perspectives.</p> <p>Apply cultural perspectives to their event</p>				Includes TWO of the criteria	Includes ONE of the criteria	Not Included	
<p>Evaluative Criteria</p> <p>Legal Issues</p> <p>All criteria must be accurate and complete.</p>	5 points	4 points	3 points	2 points	1 point	0 points	Score
<p>Describe potential legal issues.</p> <p>Apply the potential legal issues and the impact on their event</p>				Includes TWO of the criteria	Includes ONE of the criteria	Not Included	

<p>Evaluative Criteria</p> <p>Insurance</p> <p>All criteria must be accurate and complete.</p>	5 points	4 points	3 points	2 points	1 point	0 points	Score
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<p>Explain the types of insurance needed for the event.</p> <p>Explain the insurance selected for the event, and coverage.</p>				Includes TWO of the criteria	Includes ONE of the criteria	Not Included	
<p>Evaluative Criteria</p> <p>Target Market</p> <p>All criteria must be accurate and complete.</p>	5 points	4 points	3 points	2 points	1 point	0 points	Score

Description of the overall Target Market for the business or organization	Includes FIVE of the criteria	Includes FOUR of the criteria	Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	
Description of the Demographic Segmentation of the Target Market							
Description of the Psychographic Segmentation of the Target Market							
Description of the Behavioral Segmentation of the Target Market							
Description of the Geographic Segmentation of the Target Market							

Evaluative Criteria	5 points	4 points	3 points	2 points	1 point	0 points	Score
Market Analysis All criteria must be accurate and complete.							
Description of the Industry Overview of the Market Analysis Description of the Target Market of the Market Analysis Description of the Competition of the Market Analysis Description of the Pricing of the Market Analysis Description of the Sales Forecast of the Market Analysis	Includes FIVE of the criteria	Includes FOUR of the criteria	Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	

Evaluative Criteria	5 points	4 points	3 points	2 points	1 point	0 points	Score
SWOT Analysis							
All criteria must be accurate and complete.							

<p>Provides a Situational Analysis (SWOT) overview for the business or organization.</p> <p>Identifies the internal strengths of the business or organization.</p> <p>Identifies the internal weaknesses of the business or organization.</p> <p>Identifies the external opportunities that exist for the business or organization.</p> <p>Identifies the external threats that exist for the business or organization</p>	Includes FIVE of the criteria	Includes FOUR of the criteria	Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	
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Evaluative Criteria	5 points	4 points	3 points	2 points	1 point	0 points	Score
Promotional Event							
All criteria must be accurate and complete.							
Name of event Place of event Time/date of event Connection to your main event		Includes FOUR of the criteria	Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	

Evaluative Criteria	5 points	4 points	3 points	2 points	1 point	0 points	Score
Promotional Budget							
All criteria must be accurate and complete.							

Local Promotion Public Relations Examples Social Media Examples Online Advertising General Advertising	Includes FIVE of the criteria	Includes FOUR of the criteria	Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	
Evaluative Criteria: <u>Promotional Calendar</u> All criteria must be accurate and complete.	5 points	4 points	3 points	2 points	1 point	0 points	Score
Promotional Event 1 Promotional Event 2 Promotional Event 3 Promotional Event 4 Promotional Event 5	Includes FIVE of the criteria	Includes FOUR of the criteria	Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	
Evaluative Criteria: <u>Sponsorship Contract</u> All criteria must be accurate and complete.	5 points	4 points	3 points	2 points	1 point	0 points	Score

Contribution of both parties		Includes FOUR of the criteria	Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	
Termination							
Changes/Cancellation							
Agreement							

Evaluative Criteria:	5 points	4 points	3 points	2 points	1 point	0 points	Score
Sponsors							
All criteria must be accurate and complete.							

<p>Created sponsorship proposal with one tier.</p> <p>Created sponsorship proposal with a second tier.</p> <p>Created sponsorship proposal with third tier.</p> <p>Created sponsorship proposal with fourth tier.</p>		Includes FOUR of the criteria	Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	
<p>Evaluative Criteria</p> <p>Merchandise</p> <p>All criteria must be accurate and complete.</p>	5 points	4 points	3 points	2 points	1 point	0 points	Score

Product Line 1 Sample	Includes FIVE of the criteria	Includes FOUR of the criteria	Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	
Product Line 2 Sample							
Product Line 3 Sample							
Product Line 4 Sample							
Product Line 5 Sample							

Evaluative Criteria	5 points	4 points	3 points	2 points	1 point	0 points	Score
Related Goods and Services							
All criteria must be accurate and complete.							
Provides plan for related goods. Rationale for related goo Provides plan for related services. Rationale for related services		Includes FOUR of the criteria	Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	

Evaluative Criteria	5 points	4 points	3 points	2 points	1 point	0 points	Score
Viral Marketing All criteria must be accurate and complete.							
Viral Marketing Strategy with rationale Example of Social Media Post 1 Example of Social Media Post 2 on different platform			Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	

Evaluative Criteria	5 points	4 points	3 points	2 points	1 point	0 points	Score
Customer Survey All criteria must be accurate and complete.							
<p>Creates Customer Survey to administer before event.</p> <p>Includes demographic questions in before event survey.</p> <p>Creates Customer Survey for after event.</p> <p>Includes demographic questions in after survey</p>		Includes FOUR of the criteria	Includes THREE of the criteria	Includes TWO of the criteria	Includes ONE of the criteria	Not Included	

Evaluative Criteria	5 points	4 points	3 points	2 points	1 point	0 points	Score
Administer Survey All criteria must be accurate and complete.							
Administer the survey					Includes ONE of the criteria	Not Included	

Evaluative Criteria	5 points	4 points	3 points	2 points	1 point	0 points	Score
Analyze Survey All criteria must be accurate and complete.							
<p>Data Visualizations using industry accepted formats (e.g., tables, graphs, charts, exhibits, etc.)</p> <p>Data Visualizations summary with key points that assist in making recommendations for your event.</p>				Includes TWO of the criteria	Includes ONE of the criteria	Not Included	
Evaluative Criteria: Presentation All criteria must be accurate and complete.	5 points	4 points	3 points	2 points	1 point	0 points	Score

Presented Proposal Responded to questions				Includes TWO of the criteria	Includes ONE of the criteria	Not Included	
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