

# **Sports Marketing 2**

*Mr. Jeff Morehead Room 40*

*jeffmorehead@ccs.k12.nc.us*

Hello! My name is Mr. Jeff Morehead and I look forward to working with you this semester in Sports Marketing 2. I am starting my 5<sup>th</sup> year at Terry Sanford and 15<sup>th</sup> year teaching overall. I also coach football and boys golf. In this course, students are introduced to the industry of sports, entertainment, and event marketing. Students acquire transferable knowledge and skills among related industries for planning sports, entertainment, and event marketing. Topics included are branding, licensing, and naming rights; business foundations; concessions and on-site merchandising; economic foundations; human relations; and safety and security. To sum it up, we will learn about the business and advertising side of the Sports and Entertainment industries.

I think you will have a great time in class!!!

## **SPORTS ENTERTAINMENT MARKETING 2 PACING GUIDE Timeline**

Unit 1: Understand product management, business law, economics, professional development, marketing-information management, information management, promotion, and selling for the sport and event industries. 30% of Semester

Unit 2: Understand selling, promotion, and marketing-information management for the sport and event industries 25% of Semester

Unit 3: Understand customer relationships, quality assurance, pricing, product/service management, and financial analysis for the sport and event industries.

31% of Semester

Unit 4: Understand business decision making and marketing planning for the sport and event industries. 14% of Semester

## **Rules**

1. Be on Time
2. Be Prepared for class ( notebook , writing utensil)
3. No Outside Work will be done
4. No Sleeping / Putting Your Head on Your Desk
5. RESPECT!! ( teacher, classmates)

## Discipline Plan

I believe in communication. If you the student, or your parent, has any questions about discipline or grades, talk to me. With that being said, here is how discipline will be handled. The warning, and 1 on 1 meeting, will be logged for documentation purposes.

- 1<sup>st</sup> time...warning (may be verbal or written)
- 2<sup>nd</sup> time...1 on 1 meeting w/ student
- 3<sup>rd</sup> time... contact parent
- 4<sup>th</sup> time... referral to administration

---

### Materials Required

---

Spiral Notebook  
Loose-leaf paper  
Pen / Pencil

---

---

### Grading Policy

Homework/Classwork	30%
Quizzes	30%
Tests	40%

---

### Final Grade Policy

Midterm Average	40%
Second Term Average	40%
VOCATS Final Exam	20%

---

***We will quiz and test on average every 2-3 class days!!!***

***Tutoring is available Tuesday / Thursday 745-810 or by appointment, but feel free to email me grade concerns at anytime! I will respond to your email in a prompt manner.***

**Make-up work:** It is the student's responsibility to get work and notes missed due to an excused absence. Excused absences include doctor's appointments (must turn in a doctor's note), school approved field trips, or funeral. If a student plans to be absent for any other reason, they need to arrange to get their work ahead of time so that they can turn it in the day they return. **Feel free to email me anytime with questions about what you missed or if you see a grade that raises a concern w/ you!** Students have 3 school days to turn in make-up work.

**I update grades daily. You will receive a grade every day for something that we do in class!! There will not be any surprises about grades at progress report / report card time.**

*Please encourage your students to be responsible for his/her learning. Attendance, class participation, completion of assignments and daily study is a must. I am here to help. Please do not hesitate to contact me at any time. Please sign below to indicate your understanding and support of the classroom system.*

Student Signature \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_

Parent/Guardian Phone Number & Email: \_\_\_\_\_