

Franklin County High School
Course Syllabus
Sports and Entertainment Marketing – Mr. Stoltz

Course Information	Teacher Information
Semester: Fall 2025	Name: Mr. Jay Stoltz
Class Location: 161 Tech B	Phone: (540) 339-7707
Teacher Website: FCHSmarketing.com	Office Location: 161 Tech B
VERSO S&E Marketing Competencies	Office Hours: In Person: Before School Office Hours: 12:30 – 2:00
FBLA – State - National DECA – State - National	E-Mail: jay.stoltz@frco.k12.va.us E-Mail is the best way to reach me

Welcome to Marketing Class!

This is my 9th year here at Franklin County High School and I'm extremely excited for this year of great marketing classes. I taught for 5 years in Norwood, North Carolina before coming to beautiful Franklin County. I LOVE teaching students Photoshop and other forms of digital media so they can spread the word about awesome events and products. Isn't it a great feeling to pass on skills you love? Marketing is such a fun and creative subject! I look forward to meeting you and please feel free to contact me. I recently sold my unique dartboard business, the guy I sold the business to is still using my link, check them out at www.HandmadeDartboards.com. Thanks!

-Mr. Stoltz

School Attributes

The manner in which we prepare students at Franklin County High School is informed by four attributes: (1) Dedicated faculty who will hold themselves to an extremely high standard, both personally and professionally; (2) Positive relationships developed and nurtured between and among adults and students; (3) A high level of rigor included in instructional practices via standards aligned and contextually driven instruction; and (4) Connecting positive relationships with effective instruction for positive FCHS RESULTS!

Course Description: Textbook – Sports and Entertainment Marketing 4e, Kaser & Oelkers

This course is an elective course for 9th, 10th, 11th and 12th, grade students. The course is designed for students who are interested in exploring how marketing is developed, produced, promoted, and distributed. Topics covered include basic marketing and economic legal and ethical issues concerning marketers, selling, advertising, and promotion. In addition, communication and technology skills will be developed as employability and career development strategies.

This course is unique since we will focus on sports and entertainment. Students will help get the word out about amazing live events happening all around us. We will explore many types of media including but not limited to: Adobe Photoshop, Adobe Premiere, GIMP, MovieMaker, wix.com website builder, and more.

Course Competencies/ Learning Objectives

Students who successfully complete The Marketing Course will be competent in the following areas:

Marketing fundamentals, terms, and terminology

- Selling
- Promotions
 - Adobe Photoshop/Images)
 - Adobe Premiere (Video)
 - Social Media: Facebook, Instagram, Twitter, Snapchat
 - Web Design using wix.com
- Economics
- Business Concepts and Legal/ Ethical Issues
- Academic Concepts and Skills for Marketing
- Employability and Career Development

Student Evaluation

The grading system for Marketing in the Business Department at Franklin County High School is as follows:

Final grade determined by: Points Earned divided by Total Possible Points

Chapter Tests	-	Weighted x3 (300 points)
Video Questions	-	Weighted x2 (200 points)
Online Textbook Assignments	-	Weighted x2 (200 points)
Google Slide/PPT Questions	-	Weighted x1 (100 points)
Study Guide Worksheets		Weighted x1 (100 points)

POWERSCHOOL IS THE FINAL, TRUE, CORRECT GRADE, NOT CANVAS.

PLEASE GET ACCESS TO POWERSCHOOL ON YOUR AND YOUR PARENT'S PHONE.

The above areas will be used as the basis for 80% of your grade per semester. The final exam will constitute the remaining 20% of your grade per semester.

If a student does not take a quiz or test and is in class on quiz or test day and does not discuss a reason to not take a quiz or test during the class period, a 30 point deduction will be applied to the quiz or test once the quiz or test is made up.

Attendance Policy

Regular and prompt class attendance is an essential part of the educational experience. Franklin County High School expects students to exercise good judgment regarding attendance and absences. Students will accept full responsibility for ensuring their work does not suffer because of absences. All students are expected to attend every scheduled class on time. Exceptions may be made for illness and valid emergencies. Refer to the FCHS Student Handbook for additional school wide attendance policies.

In Person Classroom Expectations

1. Arrive to class on time
2. Be prepared
3. Respect your teacher and classmates
4. Be responsible for your actions
5. No sleeping in class
6. No eating in class

**7. No cell phones in class (A classroom Dell computer is provided for all tech needs)
A copy of Gov. Youngkin's Executive Order and the School Board decision is provided**

Class Requirements

Students are required to attend class every day. Turn in all assignments on Canvas or in class on time.

Plagiarism, Cheating, and Academic Integrity

Plagiarism is the practice of copying words, sentences, images, or ideas for use in written or oral assessments without giving proper credit to the source. Cheating is defined as the giving or receiving of illegal help on anything that has been determined by the teacher to be an individual effort. Both are considered serious offenses and will significantly affect your course grade. Please refer to the Student Code of Conduct booklet for additional information.

Methodology

A combination of lecture, class discussion, presentations, videos, cooperative learning, and problem-based learning will be used in this course. Grades will be determined by the satisfactory and timely completion of assignments. The grade of each assignment is based on the prerequisite given for each assignment. Below is an overview of topic/ units and major assessments/assignments for this course. Please note dates/timeframes are subject to change and are an estimate.

Chapter / Topic	Month/ Timeframe
What is Sports and Entertainment Marketing?	1 st quarter
Putting the Customer First	1 st quarter
Sports and Entertainment Means Business	1 st quarter
The Wide World of Sports and Entertainment	1 st quarter
Marketing Information Management	1 st quarter
The Product is Sports and Entertainment	1 st quarter
Managing the Channels	1 st quarter
Economics of Supply and Demand	2 nd quarter
Sports and Entertainment Promotion	2 nd quarter

Promotional Planning	2 nd quarter
Selling Sports and Entertainment	2 nd quarter
The Marketing Game Plan	2 nd quarter
Sports and Entertainment Legal Issues	2 nd quarter
Business Ownership and Leadership	2 nd quarter
Scoring a Career	2 nd quarter

Student pictures may appear on the FCHSmarketing.com website. These pictures will not contain names, simply pictures of field trips and class activities. Please contact Mr. Stoltz with any other questions or concerns. Thank you!!

By signing below you agree you have read all information in this course syllabus and will notify Mr. Stoltz of any questions or concerns.

Return this page (Page 5) signed to Mr. Stoltz ASAP.

Student Name Printed: _____

Student Signature: _____ **Date:** _____

Parent Signatures: _____ **Date:** _____

Thank you for your cooperation and help!

WE ARE GOING TO HAVE A GREAT SEMESTER!