

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

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***Course Information***

*Semester: Fall*

*Class Location: 146 Tech A*

*Teacher Website: FCHSmarketing.com*

***Teacher Information***

*Name: Mr. Jay Stoltz*

*Phone: (814) 381-5806*

*Office Location: 146 Tech A*

*Planning Period: 3<sup>rd</sup> Block 11:34-1:36*

*Office Hours: Before/After School by Appt.*

***E-Mail: jay.stoltz@frco.k12.va.us***

***E-Mail is the best way to reach me***

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***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***

*Each student will be assigned a numbered textbook; any missing textbooks will be the assigned student's responsibility to replace.*

*This course is an elective course for 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> grade students. The course is designed for students who 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. We will also meet with real marketing managers from The Harvester, Martinsville Speedway, Salem Red Sox, Virginia Tech University, Liberty University, Roanoke Railyard Dawgs 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 Concept sand Skills for Marketing
- Employability and Career Development

**Student Evaluation**

*The grading system for Marketing in the Business Department at Franklin County High School:  
Final grade determined by: Points Earned divided by the Total Possible Points*

<i>Projects</i>	-	<i>3x weighted or 300 total points possible</i>
<i>Friday Chapter Tests</i>	-	<i>2.5x weighted or 250 total points possible</i>
<i>Wednesday Vocab Quizzes</i>	-	<i>1.5x weighted or 150 total points possible</i>
<i>Daily Classwork (may vary)</i>	-	<i>1x weighted or 100 total points possible</i>

***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.***

**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.*

**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 texting in class*
- 8.No cell phones in class*

**Class Requirements**

*Students are required to attend class every day. Students will need a 3 ring binder or notebook to take powerpoint notes and to receive various handouts. All projects must be complete and put into a Final Portfolio which will be kept in the classroom.*

**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.

**Typical Work Week:**

Monday: Introduce media project, media tutorials, begin event promotions  
Tuesday: Bulk of new material introduced, marketing class discussion, possible book assignment  
Wednesday: Vocab review game / activity, **vocab quiz**, continue projects / review material  
Thursday: Possible chapter review game / activity, continue media projects  
Friday: Bingo Friday review game, **chapter test**, continue media projects

Chapter / Topic	Month/ Timeframe
What is Sports and Entertainment Marketing?	1 <sup>st</sup> quarter
Putting the Customer First	1 <sup>st</sup> quarter
Sports and Entertainment Means Business	1 <sup>st</sup> quarter
The Wide World of Sports and Entertainment	1 <sup>st</sup> quarter
Marketing Information Management	1 <sup>st</sup> quarter
The Product is Sports and Entertainment	1 <sup>st</sup> quarter
Managing the Channels	1 <sup>st</sup> quarter
Economics of Supply and Demand	2 <sup>nd</sup> quarter
Sports and Entertainment Promotion	2 <sup>nd</sup> quarter
Promotional Planning	2 <sup>nd</sup> quarter
Selling Sports and Entertainment	2 <sup>nd</sup> quarter
The Marketing Game Plan	2 <sup>nd</sup> quarter
Sports and Entertainment Legal Issues	2 <sup>nd</sup> quarter
Business Ownership and Leadership	2 <sup>nd</sup> quarter
Scoring a Career	2 <sup>nd</sup> quarter

Student pictures may appear on the FCHSmarketing.com website as well as on our @FCHSmarketing social media accounts. 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!!

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

Parent Signatures: \_\_\_\_\_

*\*Please return this **stapled** (both sheets of paper) copy of the syllabus to Mr. Stoltz. If you would like another copy simply ask in class or email: [jay.stoltz@frco.k12.va.us](mailto:jay.stoltz@frco.k12.va.us)*

**WE ARE GOING TO HAVE A GREAT SEMESTER!**