

Week of:	Class Objectives and Assignments:
(1)Jan 3 (4 days)	<p><i>Classroom Procedures & Syllabus</i> Double-check student email set-up; add dhswestlab@gmail.com to address book. Schedule changes. Textbooks assigned. Guidelines for writing. <u>Activity:</u> www.wordle.net; self-description alphabetical adjectives, export as JPEG and email for printing.</p>
(2)Jan 10	<p><i>Foundations of Sports and Entertainment Marketing (FW 1.1 - 1.7)</i> <u>Assigned Reading:</u> Ch. 1, pp. 3 - 22. <u>Key Terms:</u> marketing, marketing mix, product, distribution, price, promotion, discretionary income, demographics, sports marketing, entertainment marketing, gross impression, entertainment, ratings, opportunity cost. <u>Notes & Discussion:</u> Ch. 1 PowerPoint, emphasis on Marketing Core Standards. <u>Assignments:</u> Think Critically, #14 & #15, p. 25 - 25 pts. each. <u>Assessment:</u> Ch 1. Test. <u>Project:</u> Design a PowerPoint presentation that describes a sports or entertainment event that thoroughly describes each of the six core marketing standards as well as financing. Due Jan. 27 - 100 pts.</p>
(3)Jan 18 (4 days)	<p><u>Notes & Discussion:</u> "Industry Pioneers" PowerPoint. <u>Project (cont.):</u> Marketing Core Standards PowerPoint.</p>
(4)Jan 24	<p><u>Notes & Discussion:</u> "Industry Pioneers" PowerPoint. <u>Project (cont.):</u> Marketing Core Standards PowerPoint.</p>
(5)Jan 31 (4 ½ Weeks Grades)	<p><i>Sports & Entertainment Markets (FW 2.1 - 2.8)</i> <u>Assigned Reading:</u> Ch. 6, pp. 144 - 162, <u>Key Terms:</u> tactic, strategies, marketing intelligence, trade shows, marketing plan, interpretation, applied research, touchpoints, mission statement, mass market, product portfolio, test marketing. <u>Notes & Discussion:</u> Ch. 6 PowerPoint. <u>Group Project:</u> Project Extra Innings, p. 167, steps 1 - 7. Due Feb. 10 - 150 pts. <u>Assignment:</u> Evaluate Super Bowl XLV Ads (handout). <u>Assignment:</u> Research cost of Super Bowl ads past and present. <u>Assessment:</u> Ch. 6 Test. <u>Event:</u> <i>Super Bowl XLV, February 6.</i></p>
(6)Feb 7	<p><u>Notes & Discussion:</u> Super Bowl Ads Evaluations. <u>Group Project (cont.):</u> Project Extra Innings. <u>Activity:</u> Grammy Awards Gift Bags. <u>Event:</u> <i>53rd Annual Grammy Awards, February 13.</i></p>
(7)Feb 14 (3½ days) (17 -P/T Conference)	<p><i>Sports & Entertainment Promotion & Licensing (FW 4.1 - 4.7)</i> <u>Activity:</u> Playing and evaluating advergmes. <u>Activity:</u> www.adage.com (handout).</p>
(8)Feb 22 (4 days)	<p><u>Assigned Reading:</u> Ch. 11, pp. 280 - 298. <u>Key Terms:</u> promotional plan, promotional mix, advergame, quantitative measurement, qualitative measurement, social network, sponsorship, sponsor, Federal Trade Commission (FTC), endorsement, themed events, event coordinator, exhibit manager. <u>Notes & Discussion:</u> Ch. 11 PowerPoint. <u>Assignment:</u> Think Critically #14, p. 301 - 25 pts. <u>Assessment:</u> Ch. 11 Test.</p>

	<p><u>Activity:</u> Oscars (handout). <u>Event:</u> 83rd Annual Academy Awards, Feb. 27.</p>
(9)Feb 28	<p><u>Notes & Discussion:</u> Oscars. <u>Notes & Discussion:</u> Sponsorship and Endorsement. <u>Group Project:</u> Design a PowerPoint presentation with 5 examples product/event endorsement, including images of the product/event, the endorser, and details about the qualities that make that person a good endorser for that particular product. Due Mar. 4 - 100 pts.</p>
(10)Mar 7 (3 rd 9 Weeks Tests) (Grade 11 Literacy-8&9)	<p><i>Sports & Entertainment Products & Pricing (FW 3.1 - 3.9)</i> <u>Assigned Reading:</u> Ch. 7.1, pp. 171 -181. <u>Key Terms:</u> product mix, product extensions, product enhancements, product line, brand, trademark, licensed brand, blue-chip athletes, NCAA, fringe benefits. <u>Notes & Discussion:</u> Ch. 7 PowerPoint. <u>Assignment:</u> Think Critically #3, p. 176 - 25 pts.</p>
(1)Mar 14	<p><u>Assessment:</u> Ch. 7 Test. <u>Notes & Discussion:</u> Judgement Call, p. 179. <u>Assignment:</u> Use the Internet to research the salaries and win/loss records for the coaches of teams in the NCAA Men's Basketball Championship. <u>Activity:</u> March Madness bracket. <u>Event:</u> March Madness begins Mar. 15 - National Championship Apr. 4.</p>
Mar 21	<i>Spring Break!</i>
(2)Mar 28	<p><i>Careers & Planning in Sports & Entertainment Marketing (FW 5.1 - 5.8)</i> <u>Assigned Reading:</u> Ch. 15, pp. 383 - 400. <u>Key Terms:</u> Occupational Outlook Handbook, public relations specialist, marketing manager, jargon, professional organizations, networking, student professional organizations, leadership, professional development, mentor. <u>Notes & Discussion:</u> Ch. 15 PowerPoint. <u>Assignment:</u> Research the actual starting salaries, education, and experience for SEM-related jobs on http://www.bls.gov/oco/. <u>Assessment:</u> Ch. 15 Test.</p>
(3)Apr 4 (Prom/Banquet Week)	<p><u>Assignment:</u> Explore career options; write a one-page report on the career of your choice (does not have to be SEM-related). 25 pts. <u>Activity:</u> "Who am I?"</p>
(4)Apr 11	<p><u>Assignment:</u> Prepare a thorough, professional resume. Due Apr. 15 - 100 pts.</p>
(5)Apr 18 (4 days) (4 ½ Weeks Grades) (EOC Geometry 19&20)	<p><i>Knowledge Matters Virtual Business - Sports</i> Students will start a football franchise and work to make it profitable by working through a series of four levels of increasing challenges and difficulties including choices about ticket pricing, number of stadium and parking staff, advertising and promotion, sponsorship, and licensing.</p>
(6)Apr 25 (EOC Biology 26&27)	<p><u>Goal:</u> Complete Level 1.</p>
(7)May 2 (4 - EOC Alg II & AP Calc)	<p><u>Goal:</u> Complete Level 2.</p>
(8) May 9	<p><u>Goal:</u> Complete Level 3.</p>
(9) May 16 (Graduation Week)	<p><u>Goal:</u> Complete Level 4.</p>
(10) May 23	Semester Tests.