



Bigfork High School Business Department
Sports and Entertainment Marketing
Mr. Hollow
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Course Description:

Sports and entertainment Marketing introduces the student to the marketing and management function and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting supplies and equipment used for recreational purposes, product or services related to hobbies or cultural events, or business primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. The sports segment will include collegiate, professional and amateur sports. The entertainment segment will include movies, theater and music. Much of the course is geared towards helping promote Bigfork High School events and activities to the school and the community. Sports and Entertainment Marketing encourages students to think critically and problem-solve via project based assignments. Respect, responsibility, leadership and integrity are all emphasized as students develop the career skills necessary for success in the highly competitive business world of sports and entertainment.

Course Goals:

Students will increase their awareness of career planning in Sports and Entertainment
Students will develop and appropriate attitude towards work
Students will realize the importance of Marketing in the Sports and entertainment industry
Students will understand the use of media as it relates to sports and entertainment
Students will develop basic skills in communication, human relations, and reading
Students will realize the importance of trends in Marketing
Students will be empowered to think critically for themselves
Students will be able to apply the Marketing Concept to Sports and Entertainment Marketing
Students will be able to research and understand careers in Sports and Entertainment Marketing
Students will develop DECA background and information.

CLASSROOM EXPECTATIONS:

BE ON TIME!

If you are late to a job in the real world you will get fired. Please be respectful and courteous and be on time.

BE RESPECTFUL

Be a positive person in class by being enthusiastic, curious, and kind. Treat others how you want to be treated.

WORK HARD AND TRY YOUR BEST

Work hard, be your best self, and have fun learning. You will get into this class what you put into it!

COME PREPARED

Each day bring your computer (you will use it daily), computer charger, class material, and a writing utensil.

FOOD/DRINKS

If you bring it in, please take it out. Clean up after yourself. Drinks must have lids on them and be kept on the floor away from the computers.

CELL PHONES

Cell phones are to be used in school during passing periods and lunch. Please put your phones in the cell phone caddie in the back of the classroom.

DRESS FOR SUCCESS

Each Wednesday students can earn 5 extra credit points for dressing in professional business attire. You are not required to participate in this.

I am very excited for this upcoming year. I look forward to teaching and learning with you. Let's make the 2022-23 school year the BEST year yet.

Students Name PRINTED X_____

Student's Signature X_____

Parent's Signature X_____

