

**Sports Marketing & Entrepreneurship – Syllabus**  
**Mr. Brain room 117**

**Course Objective**

The objective of this course is to understand how marketing affects consumers buying behaviors and business decisions. The course uses sports marketing to show this. In addition, the course focuses on Entrepreneurship, which is starting and running your own business. You will finish the classes creating a business plan for a business that you may someday want to start.

**Grading Policy**

Each chapter will have a 100-point exam. Mostly multiple choice, true false, completion

Points will be earned everyday. Minimally 2 pts. for every day bell ringer  
5 to 10 points for the daily work,- this can be minor research, a review of a current article or simple exit question or socratic quiz.

You'll also complete an entire business plan based on a business that you may someday want to start. – this will also be worth 100 points.

3-5 small projects will also be completed such as creating a “new sports league” or designing a new product along with its packaging.

We will also watch several videos in class and you'll be required to complete a questionnaire and/or essay

EF High School Standard grading scale will apply

**Grade Scale**

A 90 – 100%

B 80 – 89%

C 70 – 79%

D 60 – 69%

F 59% - 0%

**Overview, Scoop and Sequence**

What is sports marketing and entrepreneurship

Industries and special marketing tools

The Marketing Concept

Target Markets

The Product Mix and Extensions

Product Packaging

Supply and Demand

Government influences

Promotion and the 4 elements of promotions

Advertising and product placement

Promotional Planning

Personal Selling

Various Entrepreneur Biographies

Completing a business plan

## **PBIS Classroom Expectations – Business Education Department**

- Work consistently
- Ask questions
- Stay organized
- Take notes
- Do your own work
- Do not copy and paste from the internet
- Do not take snapshots of your assignments and email or airdrop to friends
- Do not take the easy way out. There is value in hard word work

### **Homework Policy**

When homework is assigned it is due the next day. When absent, you get an extra day from the day you return. When you miss an exam you need to make arrangements with me to find time to make up the Exam. This is your responsibility. You'll receive a 0 in the grade book until you make up the exam. PLEASE share this

with your parents. I'll remind you once, usually twice that you need to make up the Exam. After that, it's up to you to make arrangements to take the exam

If you have any questions or concerns please feel free to contact me by either email ([rbrain@efsd.net](mailto:rbrain@efsd.net)) or by phone 412-896-2357

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