Sports Marketing Mrs. Jacobson

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| **Grading Scale** | **Letter Grade** |
| 93 – 100% | A |
| 90 – 92 | A- |
| 88 – 89 | B+ |
| 83 – 87 | B |
| 80 – 82 | B- |
| 78 – 79 | C+ |
| 73 – 77 | C |
| 70 – 72 | C- |
| 68 – 69 | D+ |
| 63 – 68 | D |
| 60 – 62 | D- |
| 0 – 59 | F |

Students will learn the role marketing has in their everyday lives. Students will complete market research to a sports marketing plan. Sports will be the focus for the marketing plan, but we will look at other marketing areas as part of classroom instruction.

# Grading

Grades are based on total points for all assignments and tests. A straight point grading system will be used (no weighting).

# Daily Assignments

Daily assignments will consist of written and online assignments, study guides, and the hands-on creation of a marketing plan. These assignments will be completed using a combination of in class and out of class time to give students a good understanding of marketing concepts and principles. ***Cheating is not permitted. Students will receive a zero on the assignment if caught cheating.***

# Late Work

All tests must be taken within five days of the test date if a student is absent. After seven school days the score will turn to a zero. **Test reviews and study guides will not be accepted for a grade after test has been given.**

# Classroom Rules

* NO candy, food, or pop in classroom
* Use of personal headphones and/or cell phones is not permitted during lecture
* Come to class prepared

# Materials Needed

* Pen/Pencil
* Planner
* Binder/Notebook