

2014-15 Sports and Entertainment Marketing Disclosure Statement

Teacher: Mr. Tranter **Email:** matthew.tranter@jordandistrict.org **Room:** 2116

Phone: #801-256-5300 ext. 4336

Website: www.mrtranter.weebly.com – All class work and updates are located here.

Course Description and Objectives:

This is an introductory course which will help students develop a thorough understanding of the marketing concepts and theories that apply to sports and sporting and entertainment events. Areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and sports marketing plans.

Accountability:

Students must be accountable for their assignments, tests, due dates and any other items that will determine their grade in the class. Please help your student **be accountable** for their school work.

Submitting Assignments:

Most assignments will be submitted electronically to the class server. All students will have access to the server. If needed, assignments finished outside of class may be emailed to matthew.tranter@jordandistrict.org. You may also physically turn assignments into the hand-in boxes in our classroom.

Grades:

In order to look up your grades you must have a username and password for Skyward. Go to skyward to view your grades. It is your responsibility to check your grades regularly to make sure you are keeping up in class. Feel free to come to me or email me with any questions. There is NO REASON you cannot know your grade at all times in this class.

Grading Scale:

A = 93 to 100%	B+ = 87 to 89%	B- = 80 to 83%	C = 74 to 76%	D+ = 67 to 69%	D- = 60 to 63%
A- = 90 to 92%	B = 84 to 86%	C+ = 77 to 79%	C- = 70 to 72%	D = 64 to 66%	F = 0 to 59%

Assignments-35%

Performance Activities- 30%

Participation-10%

Test and Quizzes-25%

Extra Credit

Extra credit opportunities will be made available occasionally to students. Students must be attending class regularly to have this privilege. If the student is working hard, attending class regularly, and still needs extra credit then opportunities will be made available.

Late Work

Work will be accepted **no later than 1 week after the due date**. The students can find the due dates on the calendar. Late work will also receive a 10% deduction for each day it is late. Example: 1 day late = 90% as the possible high score on the assignment, 2 days late = 80% as the possible high score, etc. Exceptions for this rule will only be made for school excused absences or sickness. In these cases, the student will need a note from the administrator, teacher, advisor, or parent.

Note: Student information, work and grades will be kept confidential and will not be shared without the necessary authorization as per FERPA Regulations- See JDS Policy.

No cell phones or other electronic devices may be used in class. This includes: iPods, iPhones, tablets, and CD players. This is a Jordan School District policy. If students break this rule, the following will apply:

- First infraction: warning
- Second infraction: the teacher will take the device and return it to the student at the end of the class period.
- Third infraction: the teacher will take the device and turn it in to the Vice Principal. The student will then be responsible to go to the administration to retrieve the device.

Students will respect others in the class. Rudeness in any form is unacceptable.

Attendance Policy: To receive credit in this class this attendance policy must be followed:

Students will receive a "No Grade" in class when one of the following occurs:

- ONE truancy (requires two attendance school sessions to make up)
- THREE absences (requires one attendance school session beginning with the third and subsequent absences)
- FOUR tardies (requires one attendance school session for each two tardies beginning with the fourth)

How to Get a Good Grade:

- Attend every class. Arrive on time and complete all in-class assignments and out-of-class assignments.
- Put in the necessary lab time for each assignment.
- Be creative with the assignments.
- Ask questions and participate in the discussions.
- Complete assignments on time and present assignments in class.
- Please refrain from distasteful projects. Avoid violence, pornography, and offensive subjects and language.

Students

- *Don't be afraid to communicate, the worst I can do is say NO to something.*

Parents

- Please contact me anytime with questions about assignments, grades, tests, etc.
- My contact information can be found above. I would be glad to make time to meet with you in person **before or after school** if needed.
- Please **DO NOT** come in or call during school hours. Class time with your students is very valuable. I appreciate your commitment to your student. You are a vital part of your student's success. I will return emails as soon as I am available.
- The email addresses I have access to are those of the School Office. Please make sure that you update your current information with the School Office so as to not have any communication difficulties.

Academic Dishonesty:

No academic dishonesty will be tolerated. The penalty for a first offense is an "F" for the assignment, and the assignment cannot be redone. The second offence will result in an immediate disciplinary meeting with the Vice Principal. Below are examples of what constitutes academic dishonesty:

- **Cheating:** "Cheating is the act of using, attempting to use, or providing others with unauthorized information, materials, or study aids in academic work. Cheating includes, but is not limited to, passing examination answers to or taking examinations for someone else or preparing or copying others' academic work."
- **Plagiarism:** Plagiarism is theft. The Latin root of the word is plagiarius, which means a man stealer or kidnapper. Anytime you present another person's work as your own, even if that other person is a friend and/or spouse, you have plagiarized. "Plagiarism is the act of appropriating any other person's or group's ideas or work (written, computerized, artistic, etc.) or portions thereof and passing them off as the product of one's own work in any academic exercise or activity."

My Class Lineup:

- My classes this year are Digital Media, Sports and Entertainment Marketing, and Personal Finance. I am also the Co-Advisor for DECA. I will be busy, but I will always make time to help students.

Health Issues:

- If any of you have health issues that I need to be aware of please come and talk to me personally so that I can help in any way possible.

Required Materials:

- Students will be expected to bring their own pen or pencil, paper and assigned textbook or other required materials to class every day. You will need access to a flash drive of 2 gig as well. Plan to attend and be prepared.

Hall Passes:

- To cut down on absences from class time, students will be allowed to use a hall pass no more than **twice** each quarter for legitimate purposes (5-minute limit). Additionally, no hall passes will be issued the first 20 minutes of each class.

Thank you!

**Mr. Matt Tranter
Business & Marketing/Digital Media Educator
Copper Hills High School**

-----Please sign and return this page only!-----

2014-15 Disclosure Statement Agreement

I have read and understand the above Disclosure and Acceptable Use Policy, and hereby give permission for my student to use the computers and Internet access provided in the classroom, agree to follow all policies and will be accountable or hold my student accountable for any misuse of equipment or breaking of rules.

X _____
Parent/Guardian Signature

Date

I have read and understand the above Disclosure and Acceptable Use Policy, and hereby agree to use the computers and Internet access provided in the classroom according to the rules, agree to follow all policies and will be accountable for any misuse of equipment or breaking of rules.

X _____
Student Name (Print)

X _____
Student Signature

Date

Video Release Form

Parents,

A district compliance issue for all teachers is permission from you for your student to view a PG-13 movie. I would like to utilize some videos as an overview of our year's curriculum and each will be tied to specific curriculum from the course. These videos can be used as a tool to emphasize many of the concepts that we have covered in class.

Seabiscuit (PG-13) is a true story of the undersized Depression-era racehorse whose victories lifted the spirits of the three-man team behind it but also those of the nation as well. **Hoosiers (PG-13)** details the season of a small Indiana school's state championship season and the community ties and personalities that made it memorable. **Miracle (PG)**, is the story of how the obsessively determined Minnesota hockey coach Herb Brooks managed to assemble a once-in-a-lifetime team and whip them into a victorious frenzy over their Soviet champion opponents. **Moneyball (PG-13)**, Oakland A's general manager is upset when his team losses in the 2001 postseason. He teams up with a young economics graduate to create a competitive team with a limited budget. Additionally, since Business & Marketing courses involve group presentations, marketing and business plans, individual and integrated projects, and we will be creating class and group web based projects, classroom digital pictures may be taken by the students of in-class activities and field trips when appropriate and necessary.

I must have this form back in order for your student to watch these movies and be included in activities.

____ I do give permission for my student to view videos, and have pictures taken as part of this course.

____ I do not give permission for my student to view videos, and have pictures taken as part of this course.

Parent's/Guardian's Signature: _____ Date: _____