**Disclosure Statement**

**Sports/Entertainment Marketing— 2018-2019 School Year**

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| **Teacher Name** | **E-Mail Address** | **Telephone Extension** | **Website** |
| Mr. Matthew Tranter | matthew.tranter@jordandistrict.org | 74336 | www.tranter.weebly.com |

**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.

**Grading:** Students will be graded on the following criteria:

1. **Daily Assignments**. Assignments will have a specific due date and will be graded on completeness and accuracy. Students will be expected to do their own work.

2. **Preparation and participation**. *Preparation* refers to being in class on time with needed assignments, notebooks, books, pencils, etc. *Participation* refers to the student’s willingness to follow directions, involvement in classroom discussions, and working on task throughout the class period.

3. **Test/Projects.** All assignments are made to prepare you for the test we will have in our class. The test is a big part of your grade. You can retake a test as many times as you want if you are not happy with your score, however there are necessary steps you need to check off before I will allow you to retake-see below for more details.

**Grading weights will be as follows:**

Students’ grades will be based on their mastery of learning standards that are outlined to the students at the beginning of each quarter. In order to practice and prepare for mastery of each standard, students are expected to complete all assignments and activities.

Students will demonstrate mastery of standards through frequent assessments. Because students learn at different levels and paces, they will not be penalized for needing multiple attempts with an assessment in order to demonstrate mastery. Students are encouraged to attempt an assessment multiple times provided they have documented an effort to engage in additional learning (i.e., tutoring, additional practice, further reading/study, etc.).

The additional learning for each assessment will be specified by the teacher, but alterative learning cleared by the teacher can also be permissible. The retaking of an assessment needs to occur within the quarter during which the original assessment was initially given.

With retakes and redos of assessments and assignments, students tend to let work slide. The more work that piles up, the more students will struggle with keeping pace with the current coursework.

If a student chooses to retake a test/project, you will be required to show you made progress to improve, have all assignments for that unit turned in, and come to a grizzly opts session to learn at mastery level.

In order to assure that a student’s grade is a true indication of mastery, the following guidelines will apply:

• Students will not be penalized for multiple attempts at mastery.

• Practice will be graded at a small percentage of overall grade.

• Assistance and modifications will be available for all students.

• Students will be assessed in ways that accurately indicate their mastery of the standard.

 i.e. Rubrics, modeling, paper and pencil, computer generated, and others

• Extra credit in my class is not and will not be offered.

If students are in class and do not turn in the assigned work for the day for no reason, they will receive NO CREDIT for the assignment.

**Grading Scale**

|  |  |
| --- | --- |
| Assignments | 30% |
| Preparation/Participation | 20% |
| Tests/Quizzes | 50% |



Letter grades are assigned as follows:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Grade** | **Percentage** | **Grade** | **Percentage** | **Grade** | **Percentage** |
| A | 93-100% | B- | 80-83% | D+ | 67-69% |
| A- | 90-93% | C+ | 77-79% | D | 64-66% |
| B+ | 87-89% | C | 74-76% | D- | 60-63% |
| B | 84-86% | C- | 70-73% | F | 50-59% |

**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 and subsequent tardies)

**Class Rules:** Students will be expected to show respect for themselves, for the teacher, for other students in the classroom, and for the equipment that will be used. Class rules are based upon these expectations. Students will be expected to follow the guidelines listed in the Jordan School District Acceptable Use Policy, which each student was required to sign as part of his or her school registration prior to the beginning of the school year.

Class rules are:

1. Students will use equipment appropriately and according to teacher’s directions.
2. Students will follow all written and verbal directions.
3. No food, gum, or drinks in the computer lab.
4. No cell phones or other electronic devices in class, including iPods (this is a Jordan School District policy). If students break this rule, the following will apply:
	1. First infraction: warning
	2. Second infraction: the teacher will take the device and return it to the student at the end of the class period
	3. Third infraction: the teacher will take the device and turn it in to the vice principal. The student will then be responsible to the administration to retrieve the device.
5. Students will respect others in the class. Rudeness in any form is unacceptable.
6. ***Sharing of computer assignments between students will absolutely not be tolerated.***
7. Computer games are not allowed. Downloading of unapproved materials from the Internet will not be allowed. If such downloading occurs, the following will apply:
	1. First infraction: warning
	2. Second infraction: student will temporarily lose computer privileges and will be required to complete alternate work.
	3. Third infraction: administrative action may be taken
8. The use of the Internet will only occur during certain portions of this class. During the remainder of the semester, Internet use will not be allowed.

Infractions of the rules will result in one or more of the following, depending upon frequency and severity of the problem: loss of daily participation points, calls home, or referral to administration.

I am looking forward to a successful semester with your student. If you would like to view the full disclosure document, please visit my class website [www.tranter.weebly.com](http://www.tranter.weebly.com) or email me at matthew.tranter@jordandistric.org with any questions.

Mr. Matthew Tranter

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

Video and Photo Release Form:

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 .**Draft Day (PG-13),** Goes through the process that an NFL team has when picking athletes to play on their team. It shows the students the stress of being in charge of an NFL team. **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.

Students who choose to opt out of any video will not be penalized, rather they will be provided with an alternate assignment.

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I have read and understand the disclosure statement for Sports/Entertainment Marketing.

Please check one:

\_\_\_\_\_\_\_\_\_ I give permission for my student to view videos as part of Sports/Entertainment Marketing

\_\_\_\_\_\_\_\_\_ I DO NOT give permission for my student to view videos as part of Sports/Entertainment Marketing

Student Name (printed): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Signature: Date:

Parent Signature: Date: