**Course Outline Sports and Entertainment Marketing 2018**

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| **Course and Contact Information** | |
| **Course Title:** Sports and Entertainment Marketing  **Course Code:** IDC 4U1  **Grade :** 12  **Credit Value :** 1  **Academic Level :** University Preparation  **Academic Year :** 2017 – 2018 | **Department :** Business  **Teacher :** Mr. Dahlke  **Email Contact:** adam.dahlke@tdsb.on.ca  **Telephone Contact :** 416 393 0284 ext (20085)  ***Please Email When Possible*** |

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| **Course Overview** |
| This course serves as an introduction to sports and entertainment marketing. It combines the expectations for Interdisciplinary Studies, Grade 12, University Preparation with selected expectations from the English, Business and Physical Education Curriculum in the following specific courses: Media Studies; Information and Communication Technology Multimedia Solutions; International Business; Marketing Goods, Services and Events; Exercise Science.  Students will study and learn key marketing, media, sports and entertainment concepts then apply them to theoretical and practical evaluations. Research, computer, reading and writing skills will be emphasized and improved. Knowledge, effort and quality work will be appreciated and rewarded. The dedicated student will build a sound foundation of relevant knowledge and skills that will prove useful in post-secondary studies and a career in business. |

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| **Overall Expectations** |
| By the end of the course students will:  Theory and Foundation – [Media Studies] Media Texts: analyse, interpret, and assess the techniques, forms, style, and language of media works to describe and explain how different media communicate meaning; analyse media representations to describe their content, identify bias, and explain their impact on audiences. Media Audiences: demonstrate an understanding of the ways in which media businesses, sponsors, and advertisers target and attract audiences, and of how audiences use and respond to media works; analyse and draw conclusions about the influences of media and communication technology on society, culture, and the economy. [Marketing Goods Services and Events] The Marketing Mix: explain the stages of product development; explain the factors involved in the pricing of goods, services, and events; compare a variety of distribution strategies and the logistics associated with them; demonstrate an understanding of the strategies involved in the promotion of goods, services, and events.  Processes and Methods of Research – [Media Studies] Media Audiences: analyse and draw conclusions about the influences of media and communication technology on society, culture, and the economy. [Exercise Science] Sport and Society: analyse the relationship of society and culture to sports and physical activity. [Information and Communication Technology: Multimedia Solutions] Electronic Communication: use a variety of electronic resources to retrieve, evaluate, and communicate information. [International Business] Marketing Challenges, Approaches and Distribution: assess the challenges facing a business that wants to market a product internationally; compare the approaches taken by various companies to market their products internationally; demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets. [Marketing Goods Services and Events] Marketing Fundamentals: demonstrate an understanding of the importance of marketing research to a business and how information technology can be used to obtain and analyse marketing-related information. Trends In Marketing: explain the effects of new information technologies on marketing strategies and consumer trends; identify and describe various environmental, ethical, social, and legal issues that affect marketing activities; demonstrate an understanding of the potential for participation in the global marketplace.  Implementation, Evaluation, Impacts and Consequences – [Media Studies] Media Production: demonstrate an understanding of the interrelationship of form, content, and audience by creating media works for different audiences and purposes; describe production roles and responsibilities in a variety of media industries and identify key conditions that affect the production, financing, and distribution of media works. [Information and Communication Technology: Multimedia Solutions] Applications Software: use appropriate software to create integrated customized documents that meet professional business standards; demonstrate effective use of multimedia software. Project Management: demonstrate an understanding of a team-based approach to project management; demonstrate the use of electronic tools to manage a multimedia team project; use a team-based approach to create a multimedia product. [Marketing Goods Services and Events] The Marketing Plan: explain the process of developing a marketing plan; develop a marketing plan for a good, service, or event; analyse the uses of a marketing plan. |

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| **Late Assignments** | **Missed Presentations** |
| Students are responsible for completing and submitting work on time. Students must make every effort to abide by due dates. At University or College late assignments result in significant deductions and can cause failure. Missing deadlines in the working world can result in job termination. Please refer to the Northern Secondary School Agenda regarding evaluation of late assignments. | Presentations will be scheduled more than a week in advance and students are expected to make every effort to attend. If you know you are going to miss a presentation you must discuss your options with your teacher priorto the presentation, otherwise a mark of zero will be recorded. It is your responsibility to make these alternate arrangements with your teacher. If you miss a presentation due to illness please have a parent/guardian email the teacher. Also, you must speak to the teacher upon your return to school to reschedule the evaluation. |

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| **Attendance and Punctuality** |
| Every class is an opportunity to think, learn and socialize. Every class missed is that opportunity lost. The consistent decision to skip, or arrive late to class, and forgo knowledge and betterment eventually becomes irrevocable. Though attendance is not worth marks, better attendance usually translates to better grades and a more complete individual. I suggest that you attend class unless you are quite ill, there is a family emergency or you are excused for school activities. |

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| **Evaluations** | |
| Students will be evaluated through summative and final summative evaluations. Evaluations aim to be a valuable reflection, demonstration and assessment of classroom and independent learning. | |
| **Term Evaluations** | **Final Evaluations** |
| Term evaluations will comprise 70% of the final grade divided evenly through the achievement categories. | Final evaluations will comprise 30% of the final grade divided evenly through the achievement categories. |
| **Achievement Categories** | **Learning Skills** |
| Students will be evaluated through term summative evaluations and final summative evaluations in the following achievement categories used to arrive at a percentage grade on the Provincial Report Cards:  **Communication** (vocabulary, grammar, graphs, clarity, presentation, neatness, editing, sequencing, organization) 25% of final grade  **Application** (connections, perspectives, software, tools, skills, procedures) 25% of final grade  **Knowledge and Understanding** (research, course readings, content, facts) 25% of final grade  **Thinking and Inquiry** (creativity, planning, problem solving, originality, analysis, interpreting, analyzing, reasoning) 25% of final grade | Learning skills are reported on the Provincial Report Card separately from the percentage mark. They will indicate your demonstration of those skills required to be successful in business. These skills are grouped under the following headings:  **Responsibility** (commitment, deadlines, timelines)  **Organization** (planning, process)  **Independent Work** (class time, homework, dedication)  **Collaboration** (positive relationships, conflict resolution, sharing, teamwork)  **Initiative** (opportunistic, innovative, positive attitude, hard-working)  **Self-Regulation** (goal oriented, critical reflection, perseverance) |