**Evaluation Chart Sports and Entertainment Marketing 2018**

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| **Term Evaluations** | **70% of Final Grade** | **% of Communication** | **% of Application** | **% of Knowledge and Understanding** | **% of Thinking and Inquiry** |
| ***Print Advertisement Deconstruction Preliminary Step:******Print Advertisement Show and Tell*** | 5% | 1.25% | 1.25% | 1.25% | 1.25% |
| ***Print Advertisement Deconstruction*** | 10% | 2.5% | 2.5% | 2.5% | 2.5% |
| *A written deconstruction of two print advertisements.*  |
| ***Print Advertisement Campaign Preliminary Step: Concept Pitch*** | 5% | 1.25% | 1.25% | 1.25% | 1.25% |
| ***Print Advertisement Campaign*** | 10% | 2.5% | 2.5% | 2.5% | 2.5% |
| *An original print advertisement campaign designed for a Northern extra-curricular.*  |
| ***Marketing Research Survey Study Preliminary Step: Marketing Research Survey*** | 5% | 1.25% | 1.25% | 1.25% | 1.25% |
| ***Marketing Research Survey Study***  | 10% | 2.5% | 2.5% | 2.5% | 2.5% |
| *The creation of an original survey, and a report based on the results, to reveal key information about a sports and entertainment product or service.*  |
| ***Event Seminar Complimentary Step: Attendance and Participation*** | 5% | 1.25% | 1.25% | 1.25% | 1.25% |
| ***Event Seminar*** | 10% | 2.5% | 2.5% | 2.5% | 2.5% |
| *Leading a seminar on a particular sports and entertainment event.*  |
| ***Commercial***  | 10% | 2.5% | 2.5% | 2.5% | 2.5% |
| ***OR*** |
| ***Student Tour*** | 10% | 2.5% | 2.5% | 2.5% | 2.5% |
| ***OR*** |
| ***Alternative Assignment*** | 10% | 2.5% | 2.5% | 2.5% | 2.5% |
| *The choice between filming a commercial for a Northern extra-curricular, planning a Sports or Entertainment student trip or an alternative assignment of student interest.*  |
| **Final Evaluations** | **30% of Final Grade** |  |
| ***Marketing Plan Survey Study*** | 10% | 2.5% | 2.5% | 2.5% | 2.5% |
| ***Marketing Plan Promotion*** | 10% | 2.5% | 2.5% | 2.5% | 2.5% |
| ***Marketing Plan Presentation*** | 10% | 2.5% | 2.5% | 2.5% | 2.5% |
| *Designing a sports or entertainment marketing plan for a challenged business.* |

**Assignments and tests are subject to change. Percentage values are also subject to change. Every effort will be made to avoid any alteration.**