



Sports & Entertainment Marketing – Wheeler High School
Mr. Zyrilis' Course Information – Semester 1: 2018 - 2019
Period 2: Room 209

Course Description

This course will provide students with an understanding of basic marketing concepts and foundations focusing on the sports and entertainment industries. In addition, students will gain insight into the economic role of marketing and its effect on buying behavior. This course will emphasize the importance of communication skills, social responsibility, and professional growth in a marketing system.

Classroom Procedure

Students are to be in their assigned seat when the bell rings. Students need their homework, notebook, textbook, and a writing utensil. Write assignments in your notebook and be prepared to get started. Homework will be checked for completion and discussed in the beginning of class. Cooperative learning groups will be formed and used often during class time.

Classroom Expectations

RESPECT is essential for a positive learning environment.

1. Be in your assigned seat and ready to work when the bell rings.
2. Bring all books and materials to class.
3. Follow directions the FIRST time they are given.
4. Respect and be polite to all people.
5. Respect other people's property.
6. Obey all school rules.

Classroom Participation

Students are expected to come to class prepared and to be attentive during class activities and discussion. Classroom participation will include the student's ability to follow classroom rules and procedures.

Student Learning

Students are expected to:

- Understand an individual's rights, roles and responsibilities in a community.
- Exhibit awareness of and respect for individual and cultural differences.
- Function as a positive participant in a group.
- Write effectively for a variety of reasons.
- Read with comprehension and critical insight.
- Speak, listen and observe actively and effectively.
- Convey ideas, feelings and information through the creative process.

Restroom Breaks

Students miss valuable learning time when using the restroom during class. Students are encouraged to use the restroom during lunch and between classes. If deemed an emergency, students may quickly use the restroom and return to class within an appropriate time. Restroom breaks are not to be used to go to a locker, socialize with friends, or as an excuse to get out of class.

Homework

Each homework assignment will be collected on its due date. Late assignments will incur a 10 point penalty for each day late. The lowest homework score will be dropped at the end of each quarter.

Absenteeism

All work due is to be turned in within two school days from the time the student returns to school, regardless if class does not meet on that day. It is the student's responsibility to give work to the teacher.

It is the student's responsibility to collect all missed work during his/her absence. The student will also be responsible to collect agenda and class notes from a class member or the teacher.

Extra Help

Extra help can be scheduled either before or after school by appointment. I am here to help and see you succeed. You may set up a time with me directly or Email me to set up an appointment. If deemed necessary, test review sessions will be scheduled.

Assessments

A variety of assessment strategies will be used including: quizzes, tests, projects, role-plays, debates, presentations, etc. When necessary, a rubric will be given in advance. All of the assessment strategies will be included in one of the following categories:

40% CONTENT ASSESSMENTS (*Test, Quizzes, Projects*)

30% ORAL & WRITTEN ASSIGNMENTS (*Research, Marketing Plan, etc.*)

20% CLASS PARTICIPATION and IN-CLASS ASSIGNMENTS (*Being prepared for class, using businesslike manners and attitude, listening carefully and following directions, participating in classroom discussions*)

10% HOMEWORK (*Read & Respond to Textbook, Current Events*)

I am looking forward to working with each of you and having a great semester! Mr. Zyrlic

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