**Advanced to Sports and Entertainment Marketing**

Course Syllabus

***Veterans High School***

Instructor: Mr. Andrew Wilson, Marketing Instructor

CTSO Advisor for DECA, School Store Coordinator

E-Mail: Andrew.wilson@hcbe.net Room: 1513

**Course Description**

This course introduces the student to the major segments of the Sports and Entertainment (SEM) Industry and the social and economic impact the industry has on the local, state, national, and global economies. The products and services offered to consumers and the impact of marketing on these products and services are examined.

**Text**

There will be no assigned textbook for this course. All lessons will be taught through MBA Research Curriculum and online content material.

**Course Standards**

Georgia Performance Standards for this course are located at: <https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Marketing-and-Sales-Pathways.aspx>

**Career and Technical Student Organization**

# DECA is the co-curricular organization that is associated with the marketing program. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. Students will be required to participate in at least one activity pertaining to DECA throughout the semester. Students are highly encouraged to become a member of DECA. Membership is $40, which includes national/state dues and a t-shirt.

**Grading System**

Daily Work (Participation, Class Assignments, Bell Ringers) 15%

Mini Assessment (Quizzes) 20%

Major Assessment (Tests, Projects, Performance-Based Activities) 45%

Final Assessment (Final Exam) 20%

Final Average 100%

**Grading Scale**

**100-90=A • 89 - 80=B • 79 - 70=C • 69 & Below = F**

**There is an End of Pathway Assessment (EOPA**). **Final Exam grades will be calculated at 20% of the student’s final average.**

**EOPA**

Advanced Sports and Entertainment Marketing is the third course in the pathway in the Sports and Entertainment Marketing Cluster. Students enrolled in this course should have successfully completed Marketing Principles, Intro to Sports and Entertainment Marketing and Advanced Sports and Entertainment Marketing for High School Students Upon completion of sequenced courses in the Sports and Entertainment Marketing Career Pathway, students are eligible to complete the industry-Recognized student credential for fulfillment of the End of Pathway Assessment. Once mastery is reached, students will receive recognition for completion and use this credential in conjunction with their job or continuing training. For specific assessment information, refer to: [Assessment-EOPA-State-Guidance.pdf (gadoe.org)](https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/Assessment-EOPA-State-Guidance.pdf#search=eopa)

**Instructional Strategies**

Course material will be presented through Teacher Lecture, Computer Lab Assignments, Induction Activities, Group and Individual Projects, Discussion, Guided and Independent Practice, Guest Speakers, Handouts, and Individual Presentations.

**Instructional Supplies**

Please bring to class **daily** - Class Notebook, Pen/Pencil

No textbook is issued for this course.

**Make-up Work**

Attendance is extremely important! Work must be made up within **3** days after an absence. It is the student’s responsibility to get the assignments submitted after an absence. Students can stay after school to make their work up, BUT they must make an appointment with me. NO after school make-up will be on Fridays. Students will be allowed to make up one test AFTER they have attended tutoring and made corrections. Students will have **5** days to take a make-up test.

* Late Work will drop one letter grade per day late.

**Chromebook**

All students are issued a district-provided chrome book for instructional purposes, student engagement, and student learning. Chrome book use is at the direction and discretion of the classroom teacher.

**Parent Conferences/Communication**

Parents are encouraged to join me in establishing and maintaining a line of communication in support of their child and the opportunities for success offered through the learning experience here at Veterans. Please feel free to contact me through our Guidance Department to request a conference regarding your child’s academic progress and/or behavior. I am accessible via email.

**Canvas**

Reminders for this class will be sent through Canvas for students and parents. Parents can also gain access to view their student’s work and send messages via Canvas.

**Please sign and return this section of the Advanced Sports and Entertainment Marketing**

**Course syllabus to Mr. Wilson by Tuesday, August 5, 2025.**

I have read the Marketing Course Syllabus and clearly understand what is expected for this class.

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Student’s Name (Please print) Parent/Guardian’s Name (Please print)

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Student’s Signature Date Parent/Guardian’s Signature Date

Parent/Guardian Contact Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent/Guardian Contact Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_