NANTYR SHORES

# SECONDARY SCHOOL

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Douglas Woods Liselle Prickett

## Vice-Principal Vice-Principal

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| **Course Name:** Sports & Entertainment Marketing**Grade:** 12**Level:** University/Open**Course Code:** IDC4U/O |
| **Course Description:** This course explores the important role that sports and entertainment play in our modern economy. Using diverse resources and research methods, students will analyse the depiction of sports and entertainment in a variety of media. Students will obtain an understanding of business fundamentals and how to apply these fundamentals to the field of sports and entertainment.  |
| **Course Evaluation Breakdown:**  | 70% Term Work Summative 30% Final Summative Evaluations (30%KU, 30%APP, 20%TI, 20%COMM) |
|   “The teacher will consider all evidence collected through observations, conversations and student products (tests/exams, assignments for evaluation)…The teacher will weigh all evidence of student achievement in light of these considerations and will use their professional judgment to determine a student’s report card grade.” (Growing Success 39)**Units of Study:**

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| **Unit/Strand** | **Timelines (approx.)** |
| 1- History of Sports and Entertainment Marketing | **15 classes** |
| 2 - Fundamentals of Marketing – Sports and Entertainment | **25 classes** |
| 3- The Marketing of Sports and the Sports Marketing Mix | **20 classes** |
| 4- The Marketing of Entertainment and the Entertainment Marketing Mix  | **15 classes** |
| 5- The Sports and Entertainment Marketing Plan | **10 classes** |

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| **Potential Evaluation Products:** |
| ***The purpose of student assessment is to improve student learning***Assessment and evaluation are based on the provincial expectations (content standards) and the achievement charts (performance standards) outlined in the provincial curriculum documents. A wide range of assessment and evaluation opportunities including essays, group projects, tests and presentations provide students with numerous and varied opportunities to demonstrate the full extent of their achievement of the curriculum expectations. This information provides the basis for reporting student grades on the Provincial Report Card.**Final Evaluation**The final evaluation in this course will be based on the following summative assessment tasks:

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| **Assessment Task** | **Percentage** |
| Final ExamIndependent Study Unit – International Business Plan | 15%15% |
| **Total** | **30%** |

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| **Class Environment*** This class will prepare you for post-secondary education and business, specifically marketing and event planning.
* Our class will have similar expectations of a university/college classroom.
* We will have daily notes and questions that will be checked periodically for completion.
* You will be responsible for notes for tests. You can check the website for the topics of the day. Notes will NOT be provided.
* You will be responsible for meeting deadlines for projects and attending test dates
* Chatting during a lesson will not be tolerated.
* Tardiness will be not be tolerated
* **DEPARTMENT LATE POLICY:** It is the student’s responsibility to hand in assignments on time. 1 day late = 5%, 2 days late = 10%, 3 days late = 15%, 3+ days late = ZERO
* You will have to take responsibility for your success!

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| **Responsibility** | **Organization** | **Independent Work** | **Collaboration** | **Initiative** | **Self-Regulation** |
| 1. Fulfills responsibilities within the learning environment.2. Completes and submits class work, homework and assignments according to agreed-upon timelines.3. Takes responsibility for and manages own behaviour. | 1. Devises and follows a plan and process for completing work and tasks.2. Establishes priorities and manages time to complete tasks and achieve goals.3. Indentifies, gathers, evaluates, and uses information, technology, and resources to complete tasks. | 1. Independently monitors, assesses, and revises plans to complete tasks and meet goals.2. Uses class time appropriately to complete tasks.3. Follows instructions with minimum supervision. | 1. Accepts various roles and an equitable share of work in a group.2. Responds positively to the ideas, opinions, values, and traditions of others.3. Builds healthy peer-to-peer relationships in person and through personal and media-assisted interactions.4. Works with others to resolve conflicts and build consensus to achieve group goals.5. Shares information, resources, and expertise, and promotes critical thinking to solve problems and make decisions. | 1. Looks for and acts on new ideas and opportunities for learning.2. Demonstrates the capacity for innovation and a willingness to take risks.3. Demonstrates curiosity and interest in learning.4. Approaches new tasks with a positive attitude.5. Recognizes and advocates appropriately for the rights of self and others. | 1. Sets own individual goals and monitors progress towards achieving them.2. Seeks clarification or assistance when needed.3. Assesses and reflects critically on own strengths, needs, and interests.4. Identifies learning opportunities, choices, and strategies to meet personal needs and achieve goals.5. Perseveres and makes an effort when responding to challenges. |
| Sourced From: Growing Success Assessment, Evaluation and Reporting in Ontario Schools First Edition, Covering Grades 1 to 12, 2010  |

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| **Teacher Contact Information:** |
| Mrs. BrincatClassroom 241, Workroom 239 (lunch and period 3)705-431-5950, ext.56126cbrincat@scdsb.on.caClass website: [www.cbrincat.weebly.com](http://www.cbrincat.weebly.com) |