



Bloomington High School is a diverse community that supports lifelong learners who are responsible and productive citizens in our global society. Together we will provide a safe environment that guides students to reach their full potential in pursuit of academic and personal fulfillment.

Course Title: 064140 Sports & Entertainment Marketing (Semester; ½ credit)

Course Description:

This course introduces students to and helps them refine marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, and the sales or rental of supplies and equipment.

Units of Study:

- Marketing Basics
- Entertainment Marketing
- Sports Marketing
- Promotion & PR
- Sports & Entertainment Marketing Industry
- The Event Triangle

Texts and Required Readings: N/A

BHS Grading Scale and Policy:

The semester final grade is obtained from running semester grade (80%) and the semester final exam grade (20%). This means that you will have already earned 80% of your final grade by the time you reach semester exams. Semester exams are required. [BHS Handbook, pg. 17](#)

90-100% = A

80-89% = B

70-79% = C

60-69% = D

Below 60% = F

BHS Makeup Work Policy:

All students are expected to do makeup work in a timely fashion. It is the student's responsibility to obtain assignments prior to a pre-arranged absence, and immediately upon return for all other absences. General rule: one day absence affords one day to complete formative makeup work. For summative, students should expect to complete on the day of return. Failure to complete makeup work by the teacher deadline will result in a zero/missing in Gradebook. [BHS Handbook, pg. 37](#).

Discussing Controversial Issues in the Classroom:

The guidelines set forth by the District 87 Board Policy 6.070 will be used handling controversial issues in the classroom. Please contact your teacher if you have any questions.