



## Ms. Harrison's Class Policies Marketing Education - Academy of International Business & Economics

Welcome to **Sports and Entertainment Marketing**. My goal this year is to help you gain knowledge and skills that are useful in many aspects of life, not just marketing. The primary focus of this class is to provide you with a thorough understanding of marketing concepts and theories that apply to the sports and entertainment industries. Together, we're going to make it a fun semester!

### Teacher Information:

Ms. Tiffanie Harrison, MBA  
Room 1308

Conference: 4<sup>th</sup> period & 7<sup>th</sup> Periods

Tutorials: Tuesday-Thursday 8:30 am-9:05 am

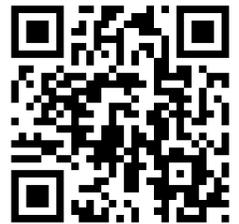
*\*Afternoon tutorials will be available by appointment.*

*The lab will be open most mornings. You are always free to come in and work on a computer or print school-related materials for any class.*

Phone: 512.704.1801

E-mail: [tiffanie\\_harrison@roundrockisd.org](mailto:tiffanie_harrison@roundrockisd.org)

Website: [www.tiffanieharrison.com](http://www.tiffanieharrison.com)



Scan to be directed  
to my website

### Materials:

- Writing Utensil, Notebook of Your Choice for Notes
- Headphones
- You may be required to bring materials for projects - examples include, popsicle sticks, pipe cleaners, paint, etc.

### Make-up work/Late work:

- Please check my website for assignments that you have missed due to a class absence and/or see me upon your return to school.
- Late work will have 10 points deducted PER CLASS DAY the assignment is late. A late grade is better than a zero.

### Journals: (Organizational & Writing Skills):

- Every day you will have a warm-up activity, either a journal entry or key terms and definitions.
- Journals will only be graded if saved in the appropriate directory.
- Keep journals in order by date.
- Please write your journal with all professionalism.
- Journal entries for the week will be graded as a quiz as follows:

|                            |                 |
|----------------------------|-----------------|
| All daily entries          | Grade of 100    |
| Some daily Journal entries | Grade of 50 /75 |
| No daily journal entries   | Grade of 0      |

## Basic Guidelines:

*\*Students are expected to follow all guidelines for student behavior, electronic device usage and dress as stated in the student handbook.*

- Follow my Class Rules & Procedures
- Be in the room when the tardy bell rings. If you are more than 10 minutes late, you will be counted absent.
- If you are tardy please sign in on the tardy sheet.
- Remain seated until I dismiss the class. Please do not stand by the door.
- I do not assign homework! Please use class time wisely. If you need to finish an assignment at home, it's because you were absent or chose not to use class time. If you must take it home due to misuse of class time, it will be a late grade.
- All assignments must be neat! Messy work is unprofessional and points may be deducted.
- Drinks with lids will be allowed in my room. Small snacks will also be allowed - not full meals and NOT by the computers. I have the right to change these privileges if I am picking up trash every day. Please clean up after yourselves.
- You are young adults and can leave class at will to handle your business. My expectation is that you don't leave the first or last 20 minutes of class or during lecture. I do keep in mind that the bathroom is right across the hall and the water fountain is right outside my door. Only one person is allowed out at a time.
- Please put your first and last name and date on all assignments.
- You will frequently be encouraged to use your own device (cell phone, iPad, personal laptop) for classwork. However, these items should not be out without permission.
- Overall:
  1. Be Respectful
  2. Create A Safe Environment
  3. Be Engaged
  4. Be Prepared
  5. PROFIT!

## Grading Policy:

- Daily work and participation - 20%
- Quizzes, Journals, and One-day Projects - 30%
- Tests, and Multiple-day Projects - 40%
- Professionalism - 10%

Total - 100%

*\*Cheating will result in a zero. The first offense will result in parent contact and the opportunity to complete an alternate assignment for a maximum grade of 60. You will also receive a referral which will go on your permanent record.*

## Computer Usage

Students found off-task while using the computer will be redirected. If a student needs to be redirected a second time they will be removed from the computer and will be asked to work on non-computer work. Students will then be assigned morning or afternoon tutorials to complete missed classwork.

## Projects:

We will use project-based-learning almost exclusively in this class. You will be responsible for promoting recurring athletic and entertainment events with print and digital media throughout the course of the semester. You can expect to plan and promote at least one school event which may require your attendance before or after school. You will always know at least 6 weeks in advance. Accommodations will be made to contribute to such projects if you are involved in an extracurricular that conflicts or if you are unable to stay after school. Sports and Entertainment Marketing also takes at least one field trip per semester.

## Attitude:

Attitude is a Choice. A positive attitude is one of the most important things you have going for you in this class - and life. Always remember that I will give you credit for effort, and always remind yourself that you can do the work when you put forth honest effort.

# Round Rock High School

201 Deepwood Dr, Round Rock, Texas 78681

Phone: 512.464.6000

Fax: 512.464.6190

Principal: Mrs. Natalie Nichols



Signing this form validates that you have read and understand Ms. Harrison's **Sports & Entertainment Marketing** class policies. This will be Ms. Harrison's record for student information. Please return this form by 01/13/15.

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Student Name: \_\_\_\_\_ Class Period: \_\_\_\_\_

Student ID#: \_\_\_\_\_ Student Cell #: \_\_\_\_\_

Student E-mail: \_\_\_\_\_

What Academy are you in?: \_\_\_\_\_

Other Marketing courses taken: \_\_\_\_\_

In summary, what do you think this course will be about and what do you hope to leave with?

\_\_\_\_\_  
\_\_\_\_\_

Parents / Guardian(s) Name (s): \_\_\_\_\_  
\_\_\_\_\_

Home Phone #: \_\_\_\_\_

Cell Phone #: (Mom) \_\_\_\_\_ (Dad) \_\_\_\_\_

Work Phone #: (Mom) \_\_\_\_\_ (Dad) \_\_\_\_\_

E-mail: (Mom) \_\_\_\_\_

(Dad) \_\_\_\_\_

Please Check Preference for form on contact: \_\_\_\_\_ Phone \_\_\_\_\_ E-mail

If you could tell me three things about your student, what would you like me to know?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent / Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_