

Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title:

BADM 214- Entertainment Marketing

Credits: 3 credits

Course Description:

This course is designed to include an exploration of the effective marketing and promotion of sports, entertainment, travel and tourism products. Discussion topics include: promotion, endorsements, sales, campaigns and marketing.

Pre-/Co-Requisites: BADM 201 - Marketing

Course Objectives:

After taking this course students should be able to:

- Identify important promotional concepts and be able to apply them.
- Identify the primary elements of the promotional mix.
- Produce promotional materials consisting of all the primary elements of the promotional mix.
- Understand and implement integrated marketing communications.
- Clarify entertainment organizations' needs and goals.

Instructor:

Keri J. Keith

Office:

Thatcher Hall 205

Office Hours:

11:00 am – 12:00 pm Monday - Friday

Phone:

701-228-5624

Email:

keri.keith@dakotacollege.edu

Lecture/Lab Schedule:

M/W/F: 1:00

Textbook(s): None required – but can use BADM 201 textbook. Notes will be provided.

Course Requirements:

Course requirements consist of class participation, assignments, quizzes, and exams. Most assignments will be turned in via Blackboard. Notes will be available in Blackboard as well.

Grade Weighting

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| NFL Assign: | 25 points |
| Ent. Mktg Eval: | 50 points |
| Exam: | 100 points |
| Assign. #1: | 100 points |
| Team Assessment: | 25 points |
| Assign #2: | 100 points |
| Assign #3: | 200 points |
| Assign #4: | 300 points |
| Participation: | 100 points |
| Total: | 1000 points |

Grading Scale

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|---------------|---|
| 90% - 100% | A |
| 80% - 89% | B |
| 70% - 79% | C |
| 60% - 69% | D |
| Less than 60% | F |

Tentative Course Outline

| Date | Activity |
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| August 25 | Introduction, syllabus, student introductions. |
| August 27 | Lecture Chapters 1 and 2 |
| Aug 30 | Assignment: Advertising and the NFL Case Study |
| Sept 1 | Lecture: Chapter 3 |
| Sept 3 | Lecture: Chapter 4 |
| September 6 | No Class - Labor Day |
| September 8 | Discuss Local entertainment marketing assignment |

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| September 10 | Present an example of Entertainment Marketing that you find in local or national media. 5-10 minute presentation evaluating the marketing effectiveness of the material. |
| September 13 | Lecture: Chapter 5 |
| September 15 | Lecture: Chapter 6 |
| September 17 | Exam |
| September 20 | Assignment One- Review Press Releases – Share Storyboard examples |
| September 22 | Continue Assignment One. |
| September 24 | Continue Assignment One. |
| September 27 | Continue Assignment One. |
| Sept 29 | Continue Assignment One. |
| October 1 | Continue Assignment One. |
| October 4 | Continue Assignment One. |
| October 6 | Present Assignment One to the Class. |
| October 8 | Assign Assignment 2 |
| October 11 | No class – assessment day |
| October 13 | Continue Assignment Two |
| October 15 | Continue Assignment Two. |
| October 18 | Continue Assignment Two. |
| October 20 | Continue Assignment Two. |
| October 22 | Continue Assignment Two. |
| October 25 | Continue Assignment Two. |
| October 27 | Continue Assignment Two. |
| October 29 | Present Assignment Two to the Class. |
| November 1 | Assignment Three |
| November 3 | Continue Assignment Three. |
| November 5 | Continue Assignment Three. |
| November 8 | Continue Assignment Three. |
| November 10 | Continue Assignment Three. |
| November 12 | Continue Assignment Three. |
| November 15 | Continue Assignment Three. |
| November 17 | Continue Assignment Three. |
| November 19 | Present Assignment Three to the Class. |
| November 22 | Assignment Four |
| November 24 | No Class - Thanksgiving |
| November 26 | No class, Thanksgiving |
| November 29 | Continue Assignment Four. |
| December 1 | Continue Assignment Four. |
| December 3 | Continue Assignment Four. |
| December 6 | Continue Assignment Four. |
| December 8 | Continue Assignment Four. |
| December 10 | Present Final Assignment Four to the Class. |
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CTE Competency/Department Learning Outcome(s): The student learning competencies of career and technical education degree programs are as follows:

- Employ industry-specific skills in preparation for workplace readiness
- Combine general education and vocational skills curriculum

Relationship to Campus Theme: A focus on the growing “green” movement in business marketing and management. Also addressing consumption and the new technologies that are affecting the business industry. Students will also understand how to utilize these new ideologies and tools to their benefit, as well as the benefit of the world and society as a whole as emerging leaders.

Classroom Policies:

Absences and Assignment Due Dates: Late assignments will be docked 10% per day late. This is the policy for all assignments in all circumstances. If you email me an assignment, you will get a reply from me to verify that I have received the assignment. If you do not get a receipt from me, I did not get the assignment. It is your job to ensure that I have received the assignment, so if you do not get a response from me within 24 hours of submitting your assignment by email, you need to resend the email. The assignment continues to lose 10% per day during this time. Most assignments can be posted in BlackBoard. That way the assignment has a time stamp for due date compliance.

Attendance and participation is expected. Ten percent of your grade is based solely on attendance and participation. You are responsible for the activities of each class period. If you know of a conflict ahead of time, you are welcome to submit assignments early.

If you miss an exam you must contact me within 24 hours of the missed exam to arrange for a time to make up the exam. Exams must be made up within 72 hours of the original exam time. If you do not contact me within 24 hours a grade of 0 will be entered for the exam that was missed. **Students are only allowed to make up ONE exam per course.** The exam grade will be docked 10% per day for late points.

Do NOT wear headphones during tests. They are not allowed.

This class will be a place where all thoughts are welcome, no one fears sharing their opinion, and minds are open to new ideas. You have all EARNED the opportunity to be here by completing the same criteria, thus making you equals As emerging leaders, you are expected to show respect for each other’s differences. Conflicting opinions are part of life and will create dynamic discussions. The instructor reserves the right to end these discussions and the participants will agree to disagree.

It is your responsibility to keep all assignments that are graded and handed back to you. In the case of a grade dispute, it is the student’s responsibility to provide past assignments to confirm grades.

The syllabus is a living document that is subject to change. All assignments will be confirmed during the class prior to their due date. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses.

Student Email Policy:

Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the Campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

Academic Integrity:

According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

Disabilities or Special Needs:

Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

Title IX:

Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the College as a whole. Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if a student tells a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the College's Title IX Coordinator. Students wishing to speak to a confidential employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.