



York Region District School Board
Newmarket High School
Course Outline & Evaluation Profile 2013/2014
Course - Department

Teacher: Mr. Bayda Phone: 905-895-5159 EXT. 315 Extra Help Availability: Weekdays by appointment	Course Code: IDC4U Credit Value: 1.0 Prerequisites: none Subject Head: Ms. Richardson
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Course Description: (in student-friendly language)

- This combines expectations from four, different courses: Introduction to Business (BBI 20), Introduction to Entrepreneurial Studies (BDI 3C), Introduction to Marketing (BMI 3C) and Understanding Canadian Law (CLU 3M).
- This course explores the important role that sports and entertainment play in our modern economy.
- Students will analyze 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 sports and entertainment.

Units of Study:

Strand 1 – Fundamentals and History of Marketing in Sports & Entertainment plus legal issues	Strand 3 – The Marketing of Entertainment and the Entertainment Marketing Mix
Strand 2 – The Marketing of Sports and the Sports Marketing Mix	Strand 4 – Stadium/Venue Design plus Marketing Campaign...

Achievement Categories & Weighting:
 Teachers will ensure that student learning is assessed and evaluated in a balanced manner with respect to the four categories, and that achievement of particular expectations is considered within the appropriate categories.

These categories will be weighted as follows:

Knowledge & Understanding	17.5%
Communication	17.5%
Thinking	17.5%
Application	17.5%

Assessment and Evaluation:
 -70% of final grade will be based on evaluations conducted throughout the course.

-30% will be based on final evaluations administered towards the end of the course
(Refer to Assessments of Learning)

Assessments of Learning	
Evaluations Throughout Semester: 70% of final grade	
Assessment Type:	Categories Assessed:
→ Small mini-projects, quizzes	Fundamentals & History of Marketing related to Sports & Entertainment...
→ Presentations, Written Paper	The Marketing Mix of Sports
→ Assignments & Exercises	The Marketing Mix of Entertainment
→ Projects and Formative ISU work	Stadium, Venue Choice, and Design
→	
→	
→	
Final Evaluation: 30% of final grade → Research Paper → Stadium/Venue Design & Marketing Campaign	

Materials/Resources required

- drive (strongly recommended)
- email address
- 3 ring binder (2")
- lined paper
- calculator
- pens
- students will need to use online resources such as surveymonkey.com ... to complete some of their work...

Students are responsible for showing their parents/guardians the Course Overview, including Assessment & Evaluation Policies and Classroom Expectations. Parental contact regarding any concerns, student achievement, and/or attendance is encouraged and can be made by calling NHS at (905) 895-5159 EXT. 315 and ask to speak with your child's teacher, Mr. Bayda, in the Business Department.