

Course Name: Sports and Entertainment Marketing

Duration: 1 Semester Full Year

Grade Level: 9th 10th 11th 12th (check all that apply)

Are there any prerequisites for the course?

No

WHAT this course is about:

The worlds of sports and entertainment collide with business in Sports and Entertainment Marketing. Students learn marketing concepts as they apply to the sports and entertainment industry.

WHY take this course:

Earn a CTE credit and learn about the business side of sports and entertainment. Learn about potential career pathways and hear from professionals from the community that make a living through the marketing of sports and entertainment.

WHAT you'll learn:

- History of sports marketing
- The marketing mix
- Target markets and market segmentation
- How companies use sports and entertainment to market their products
- Sponsorship and endorsement
- The event triangle
- Event planning and promotion
- Name, Image and Likeness and how new legislation is impacting collegiate sports

WHAT you'll do:

You will apply skills and concepts learned in class to work collaboratively with classmates in project-based learning. You'll engage in various real life and hypothetical learning activities including, but not limited to:

- Promoting school sports and events
- Analyzing the marketing efforts of local sports and entertainment properties
- Develop marketing plans
- Plan and promote events
- Sell a multifaceted sponsorship opportunity
- Plan and promote a niche travel package
- Create advertisements using different forms of media

WHERE this could take you:

This class will hopefully open your eyes and inspire you to pursue potential career opportunities that exist in the world of sports and entertainment other than that of an athlete or entertainer.

OPTIONAL Course Outline (“scope and sequence”, sequence chart, etc.)

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