

Sports & Entertainment Marketing

Credit - ½ Term(s)

1 Semester

Course Description:

Why take Sports & Entertainment Marketing? Because you will develop a fundamental knowledge of marketing that relates sports and entertainment industries, and career possibilities available in the industries. You will also develop the necessary entry skills for a career in the sports and entertainment fields. Sports & Entertainment Marketing is a course designed to teach marketing concepts through (applied to) the sports and entertainment industry. Marketing is a tool that has allowed the U.S. economy to become highly successful internationally. The basic functions of marketing-product/service management, distribution, selling, marketing information management, financing, pricing, and promotion-will be covered. In addition to marketing overview, this course is designed to show how advertising, sales, and event marketing and communications are important.

Major areas that will be covered by the teacher and guest speakers are:

- Professional Sports
- Theme Parks
- TV
- Movie Industries
- Radio
- Concert & Arena Productions
- Restaurants & Hotel Industries

Course Expectations:

Students are expected to complete projects, read chapters, and complete textbook as well as Internet assignments by following teacher instructions as well as many guest speaker presentations. Students will be assessed on projects, daily assignments, quizzes and tests.

Course Objectives:

Students will be able to:

- Describe what sports and entertainment marketing is including marketing basics, sports marketing, entertainment marketing, and recreation marketing.
- Describe the financial impact of professional sports including the procedures of attracting a professional team, agents, managers, and ethics.
- Explain how to market products and services through sports including sponsorships, promotions, and endorsements.
- Discuss the importance of positive public relations for sports including the advantages of fan clubs and publishing and speaking engagements.
- Explain the publishing and speaking engagements of sports figures including the steps in the creation of popular sports books.
- Describe the importance of charities and tournaments to the successful images of athletes and teams.
- Explain why sports celebrity camps have become increasingly popular and describe ways to promote a sports camp.
- Explain the role of a sports marketing firm and understand the importance of maintaining a positive image for sports owners and marketing firms.
- Identify the numerous sports marketing careers including the skills and personal characteristics necessary for a career in sports marketing.
- Explain the entertainment industry including entertainment profits, distribution of entertainment, marketing music and theater, awards and annual events, and entertainment marketing careers.
- Explain marketing entertainment including customized entertainment, Entertainment technology and marketing, and world entertainment marketing.
- Explain recreation marketing including recreation sports, travel and tourism, resorts and theme parks, recreation marketing careers.
- Explain marketing plans including advertising, marketing research, developing a marketing plan, and determining the bottom line.
- Discuss the legal issues for sports and entertainment including laws and contracts, unions, and licensing.