

SPORTS & ENTERTAINMENT MARKETING

Course Description

Mrs. Streever

2019-2020

Sports & Entertainment Marketing is a 1-unit course that introduces students to the basic marketing functions of financing, risk management, selling, promotion, pricing, purchasing, marketing information management, product/services planning, distribution, and how marketing products and services impacts our economy. In this course, students will focus on using the career aspects of Sports & Entertainment Marketing systems to build and sustain skills associated with employment in the area of Sports & Entertainment Marketing.

(NY State Curriculum & Assessment, NYS Education Dept. Publications Catalog 2003-04)

Course Outline:

Sports & Entertainment Marketing by Ken Kaser, and Dotty Boen Oelkers
Publisher: South –Western Cengage Learning 2016

- What is Sports & Entertainment Marketing?
- Putting the Customer First
- Sports & Entertainment Means Business
- The Wide World of Sports & Entertainment
- Marketing-Information Management
- The Product is Sports & Entertainment
- Managing the Channels
- The Economics of Supply & Demand
- Sports & Entertainment Promotion
- Promotional Planning
- Selling Sports & Entertainment
- The Marketing Game Plan
- Sports & Entertainment Legal Issues
- Business Ownership & Leadership
- Scoring a Career

Students are responsible for the following:

1. Come to class on time.
2. Be prepared for class. Make sure you have your textbook, notebook, pen, and homework assignments that are due to be turned in or you will lose points every day they are late.
3. Come to class ready to learn. The more we can get done every day, the more fun learning can be!

Grading:

Homework = 10%

Tests/Quizzes = 40%

Projects = 35%

Class Participation = 15%