



Sports and Entertainment Marketing Course Syllabus

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Course Description (Grades 10-12)

Sports and Entertainment Marketing is a one-semester course designed to provide students with an understanding of marketing concepts, foundations, and functions as they relate to career opportunities in the growing area of sports and entertainment. Instruction will focus on public relations and publicity, event planning and marketing, sponsorship, venue design, concessions, risk management, product planning, licensing, ticket sales and distribution.

Course code: 492640

Required texts and materials:

Sports and Entertainment Marketing, Southwester/Cengage Learning 3rd Edition
ISBN: 9780538445153

*All students are required to have an active school e-mail for this account

**School computers must be equipped with Microsoft Office Suite– Word and PowerPoint minimum requirement, and Sametime

Supplies: Ink pens (blue or black), binder for notebook, paper and school appropriate magazines for classmates to use in class for various projects

Grading/Evaluation Procedures: You determine your grade by the **total number of points** you earn during each nine weeks. Semester grades will include a cumulative final and will be submitted to schools as a percentage according to each school's semester grade calculations. Each nine weeks may consist of the following:

Tests	4 Exams, 100 pts each	400 Possible
Projects	3 Projects, 100 pts each	300 Possible
Quizzes	5 Quizzes, 30 points	150 Possible
Assignments/ Homework	20 Assignments, 10 pts each	200 Possible
Total Number of Points		1050

- **Tests** will include objective questions such as multiple choice, fill in the blank, matching and short answer and/or essay.
- **Projects** may include marketing plan, sports/entertainment journal, PowerPoint projects and/or commercial.
- **Assignments/Homework** will be discussed in class and some assignments will be collected.
- **Quizzes** will be given throughout the semester. On occasion, unannounced quizzes will also be given.

Class Rules: Because we have so much information to cover in so little time, there will be a zero-tolerance rule when it comes to discipline problems in the classroom. Disrespect to me, your facilitator, fellow students or others will not be tolerated. Students are responsible to follow all policies outlined in ADE DLC Student Handbook.

Homework Policy: ALL homework will be checked for either completion or for accuracy. Students are responsible for all assignments.

Make-up Assignments:

Regardless of why you may be absent, it is **your responsibility** to check your lesson plans and see what you missed. If you know you are going to be absent, it is **your responsibility** to follow along with the assignments on the lesson plans. Students are allowed to make up work within the policy 'days absent + one.' See ADE DLC student handout book for details.

Course Objectives:

After this class, students will be able to:

- Define basic marketing terms
- Explain the seven functions of marketing
- Explain the four P's of marketing: Product, price, promotion and placement
- Discuss the impact of sports and entertainment history on today's market
- Define sports marketing and identify the sports consumer
- Identify risks related to sports and entertainment
- Identify the challenges, obstacles and limitations associated with sports marketing
- Explain the promotional mix in sports and entertainment marketing
- Identify types of entertainment products
- Discuss types of entertainment business in the entertainment industry
- Analyze pricing strategies and factors that affect sports and entertainment products
- Illustrate the product life cycle
- Explain the media mix, compare and contrast different types of media and demonstrate how media involvement and publicity can be positive or negative
- Discuss marketing, business and promotional plans
- Research career opportunities in Sports/Entertainment Marketing

Course Outline:

The World of Marketing

- AR Frameworks: 1.1, 1.2, 1.4, 1.5, 1.6, 2.4, 2.5, 2.6, 2.7, 2.8, 5.2, 5.6, 5.7

Sports and Entertainment: Connections and Contrasts

- AR Frameworks: 2.1, 2.2, 4.4

Sports Marketing Mix

- AR Frameworks: 1.1, 1.7, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 4.5, 4.6, 4.7

Entertainment Marketing Mix

- AR Frameworks: 1.1, 1.3, 2.3, 2.7, 2.8, 3.1, 3.2, 3.5, 4.1, 4.4, 4.5, 4.6, 4.7, 5.1

The Marketing Plan

- AR Frameworks: 1.1, 1.6, 2.2, 4.2, 4.3, 5.3, 5.4, 5.5

Sports/Entertainment Careers

- AR Frameworks: 5.1, 5.2, 5.6, 5.7, 5.8