

Sports Marketing Course Description

Course Description

This course will take students on a journey through the world of marketing within the fields of sports and entertainment. Students will learn the basic functions of marketing and how those functions are applied to sports and entertainment. Knowledge will be demonstrated through worksheets, assignments (including a final project), lesson quizzes, unit exams, a cumulative project, and a final exam.

Course Outline

Unit 1 - What is Sports and Entertainment Marketing:

- Marketing Basics
- Sports Marketing
- Entertainment Marketing
- Final Project 1
- College Athletics Marketing
- Professional Sports Marketing

Unit 2 - Marketing Products and Services Through Sports:

- Using Sports to Market Products
- Sponsorship
- Promotion
- Endorsements
- Final Project 2

Unit 3 - Public Images

- Public Relations
- Fans
- Publishing and Speaking Engagements
- Community Services
- Sports Camps
- Workshops
- Final Project 3

Unit 4 - Sports and Entertainment Marketing Fields:

- Marketing Firms
- The Global market
- Careers in Sports Marketing
- Careers in Entertainment
- That's Entertainment
- Final Project 4

Unit 5 - Legal Issues:

- Laws and Contracts
- Unions and Licensing
- Final Project 5

Unit 6 - Marketing Plans:

- Marketing Research
- Develop a Marketing Plan
- Promotion
- The Bottom Line
- Final Project 6

Course Requirements

- Quizzes
- Unit Exams
- Assignments
- Worksheets
- Midterm Exam
- Final Project
- Final Exam

Please do not request a final grade until all of the above course requirements have been completed!

Backing up assignments

Keep a copy of everything that you submit! You should also save your work frequently! Programs and computers can unexpectedly shut down or freeze up. Try to remember to **save your work every five minutes** to prevent work from being lost! After you have submitted your assignments to your teacher, expect a grade within 5-7 school days. If you have not received any feedback after this time has passed, email your instructor.