

SPORTS AND ENTERTAINMENT MARKETING

Standards

- Gain an understanding of basic marketing concepts and terminology as they pertain to the sports and entertainment industry.
- Identify and define the "event triangle" and identify its various components (event, sponsor, and fan) and their inter-relatedness.
- Gain a greater understanding of the event component of the "event triangle."
- Gain a greater understanding of the sponsor component of the "event triangle."
- Gain a greater understanding of the fan component of the "event triangle."
- Understand how basic marketing components are utilized within the entertainment industry (music, movies, plays, and the fine arts).
- Discover the importance and elements used in developing a sports and/or entertainment marketing promotion campaign.
- Discover the importance and elements used in developing a sports/entertainment marketing plan.
- Explore career opportunities in sports and entertainment marketing.

Performance Objectives

- Develop a sports marketing promotional plan for a sports property or event.
- Develop a sponsorship proposal for a sports property or event.

