



Syllabus: Sport & Event Management

Course Overview:

Billions of dollars are spent annually on sports and other forms of entertainment. This fascinating service area is a growing industry that employs advertising and promotion agents, personal assistants, sports agents, event planners, and many other professionals. You will apply the fundamental principles and concepts in sports and event management and develop critical thinking and decision-making skills through hands-on, real-world projects. Classroom instruction will be reinforced through guest speakers, case studies, and field trips.

Department: Business, Marketing and IT	Instructor: Mr. Graham
Course Number: MRK1040	Pathway(s): Marketing
Credits Earned/Length of Course: .5 Credit/Semester Course	Office Hours: Insert here
Suggested Prerequisites: None	Instructor Contact Info: Email: dgraham@madison.k12.wi.us
Required Materials: Folder, notebook, and writing utensil	Other: Industry cert, college credit, etc.

Course Standards:

- [Common Core State Standards for Literacy in All Subjects](#)
- [Common Core State Standards for Mathematics -- Standards for Mathematical Practice](#)
- [Wisconsin Common Career Technical Core Standards](#)
- [Wisconsin Standards for Business and Information Technology](#)
- [Wisconsin Standards for Marketing, Management and Entrepreneurship](#)

Course Outline (including Unit(s) of Time and Essential Questions):

Unit 1 - Introduction to Marketing

- Identify factors that influence customer buying behavior.

Unit 2 - History & Evolution of Sport & Event Management

- The sports and entertainment industry is a multi-billion dollar field. What factors led to this enormous growth?



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- Increased media coverage has had a major impact on industry growth. What are some of the way you could follow your favorite team or celebrity?
- What individuals helped the sports and entertainment industry grow to the size it is today?

Unit 3 - What is Sport & Event Management?

- Consider what you do with your leisure time. How do you spend your entertainment dollars?
- Think about the various events offered in your community. How much effort is required to prepare, plan and execute that event? Is marketing involved? If so, How?

Unit 4 - Business Principles

- What are industry segments?
- What are some examples of sports and entertainment industry segments?
- How do sports teams generate revenue?
- Do you think most professional sports teams are profitable?

Unit 5 - Marketing Applications

- Why is it important to know who the consumer is?
- Who do you think the sports and entertainment business consumer is?
- Why is marketing a necessary and beneficial function to business?

Unit 6 - Marketing Plan

- Why is a marketing plan important?
- What kind of information is important to a marketing plan?
- What types of sports and entertainment organizations might benefit from a Marketing plan? How and Why?

Unit 7 - Branding & Licensing

- When you see a popular celebrity, entertainer, or athlete in an advertisement for a particular product or service, do you remember the name (brand?) If yes, to the above question, why?

Unit 8 - Promotion & Sales

Think about the last experience you had with a salesperson or customer service representative:

- What was the interaction like?
- Was it positive or negative?
- Did the interaction impact your purchase? Decision?
- What role do you think promotions play in a sports and entertainment?

Unit 9 - Sponsorship & Endorsement

- What are some examples of sponsorship? Give an example of a sponsorship that you have been exposed to recently?
- What are some examples of endorsements? Why do companies pay celebrities, entertainers, athletes to endorse their product?
- Have a celebrity, entertainer, or athlete ever influenced your decision to purchase a particular product or service?



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- Organization's marketing strategies? Give an example of a promotion for a sports and entertainment event you have recently attended (movie, game, concert, play, etc.).

Unit 10 - Ticket Promotion & Sales

- What types of promotions have you seen implemented by a sports or entertainment organization?
- Did you or someone you know decide to attend an event or make a purchase decision based on the promotion or special offer?

Unit 11 - Game Operations & Entertainment

- Why do you think teams invest the time, energy, and finances to implement? Game operations?
- When you attend a professional sporting event, is the actual game the only form of entertainment present?
- What other forms of entertainment are typically present?

Unit 12 - Communications

- Why do celebrities, entertainers, or athletes participate in various events?
- What sources are available for you to use in finding out about your favorite team's next home game, entertainer's concerts, or actor/actress' next movie?
- What instances can you think of where a celebrity, entertainer, or athlete engaged in activities that generated negative publicity for themselves and/or their organization?
- What was the result for the person organization? How did you hear about it?

Unit 13 - Careers in SEM

- Do you know what a resume is? If so, what is and why is it important? Have you created one?
- How would someone go about finding out about potential career openings in this field?
- What would a person need to do in order to increase their marketability to employers in this industry?

Unit 14 - Career Development & 21st Century Skills

- How do the skills and knowledge I am learning in this class get applied within a job setting?
- How can I work with a team to develop an answer to a question or solution to problem?
- How I apply the skills that my future employers will value?