

**Department: Course Title: Sports and Entertainment Marketing
Grd: 10-11-12**

Course #: 60605x

DESCRIPTION OF COURSE: Students will learn key Marketing Concepts using real examples from the sports and entertainment Industry. Pricing, Product/Service Management, Promotion, Distribution, and Selling are covered using an industry that brings relevance to students. They will use a variety of review and assessment activities that will reinforce the seven marketing functions. Students will learn skills that translate to career preparation, exploration and entrepreneurship.

REQUIRED TOPICS OF STUDY	SUGGESTED INSTRUCTIONAL TIME	STANDARDS/ ASSESSMENT ANCHORS
<i>Marketing Basics, Sports and Entertainment Economics, Industry Segments</i>	<i>4 weeks</i>	1.1.11/1.2.11/1.5.11/1.6.11
<i>The Marketing Concept, Research, Product Mix</i>	<i>3.5 weeks</i>	1.1.11/1.2.11/1.5.11/1.6.11
<i>Global Channels of Distribution, Supply and Demand, Publicity and Sales Promotion</i>	<i>4 weeks</i>	1.1.11/1.2.11/1.5.11/1.6.11
<i>The Sales Process, Legal Issues,</i>	<i>2.5 weeks</i>	1.1.11/1.2.11/1.5.11/1.6.11
<i>Entrepreneurship and Business Ownership</i>	<i>2.5 weeks</i>	1.1.11/1.2.11/1.5.11/1.6.11
<i>Choosing and Preparing a Career</i>	<i>1 week</i>	1.1.11/1.2.11/1.5.11/1.6.11

INSTRUCTIONAL RESOURCES:

Sports and Entertainment Marketing, 3e Kaser & Oelkers
Textbooks, Internet, Video Streaming, Handouts