



## **BUSINESS OF SPORTS & ENTERTAINMENT**

*Fairfield Ludlowe High School  
Fairfield Warde High School*

Grades 10 - 12

No Prerequisites

### **COURSE DESCRIPTION**

The Business of Sports and Entertainment is an exciting course that studies the key functions of business as they are applied to the sports and entertainment industries. This course studies professional sports leagues, Hollywood movie systems, popular athletes and celebrities and examines how these organizations and people make money, gain endorsement deals, face scandals and cope with the pressures of the public eye. This course introduces the student to foundational business concepts including product life cycles, marketing strategies as well as sponsorships and endorsement strategies. In addition, students will explore a wide variety of rewarding careers in these popular fields. Each unit will focus on specific areas such as brand marketing, licensing, sponsorships, promotion, management, sports and entertainment law and advertising.

### **COURSE OBJECTIVES**

Students will be able to:

- Understand terminology related to business and marketing.
- Analyze different industries and discover what makes them profitable or unprofitable.
- Compare and contrast sports and entertainment industries and their consumers.
- Understand how to successfully manage these businesses with an understanding of the risks involved with operating a sports or entertainment business.

### **UNITS OF STUDY**

- Unit 1: Introduction to Business and Marketing Principles
- Unit 2: Product, Price, Place, and Promotion
- Unit 3: The Sports Market
- Unit 4: The Entertainment Market: Music and Movies

### **COURSE POLICIES AND REQUIREMENTS**

#### **GRADING**

##### **Cumulative / In-Progress Grade:**

- 90% will reflect the student's mastery of course content and skills on summative assessments
- 10% will reflect the student's progress on formative assessments, homework, and behavior

##### **End-of-the-Year Grade:**

- 90% will reflect the student's cumulative course grade through summative and formative assessments as described above

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- 10% of the end-of-the-course grade will reflect the student's performance on the course final assessment

**MATERIALS:**

Google Classroom - Supplemental Materials

**EXPECTATIONS OF STUDENTS:**

The Fairfield Public Schools provide a safe learning environment. Our high school community, in collaboration with parents and other townspeople, fosters a society that recognizes and promotes the dignity and worth of the individual. We believe that meeting the diverse needs of all students will encourage lifelong learning and responsible citizenship.

**EXTRA HELP:**

Appointments for extra help or individual conferences can be prearranged during a mutual common free period or after school.