



GREAT NECK PUBLIC SCHOOLS

"Where Discovery Leads to Greatness"

#DiscoverGreatness

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Curriculum Profile: Sports & Entertainment Marketing

<u>Department</u>	Business
<u>Course Name</u>	Sports & Entertainment Marketing
<u>Course Length</u>	Half Year
<u>High School Credits</u>	.5 Unit of credit
<u>Description</u>	This course is designed to provide students with the skills and tools needed to succeed in the global sports & entertainment industry. Students will be introduced to the business of sports from a strategic marketing perspective. Students will learn how these industries operate to promote businesses ,develop marketing philosophies and strategies.
<u>Target/eligible students</u>	Students Grades 9-12
<u>State Learning Standards Link(s)</u>	http://www.nysed.gov/curriculum-instruction/career-development-and-occupational-studies-cdos-standards
<u>Primary texts and materials</u>	Sports & Entertainment Marketing Essentials by Glencoe Marketing Series/ McGraw Hill
<u>Scope/Sequence</u>	
<u>Unit 1 -World of Marketing</u>	1. Marketing Defined, 2. Marketing Mix (4 P's) 3. Economic Impact 4. Job Creation
<u>Unit 2 - Connections and Contrasts</u>	1. Changes in Marketing 2. Cross Promotion 3. Consumer Loyalty
<u>Unit 3 - The Sports Market</u>	1. Types of Sports 2. Amateur Sports 3. High School Athletics 4. College 5. Professional
<u>Unit 4 - Olympic Unit</u>	1. Culture in Sports 2. Qualifications 3. Country Professionals
<u>Unit 5 -Product & Price Decisions</u>	1. Product Life Cycle 2. Pricing Strategies
<u>Unit 6 - Sports Market Research</u>	1. Product Distribution 2. Packaging of Products
<u>Unit 7 - Branding & Licensing</u>	1. Branding 2. Licensing 3. Merchandising
<u>Unit 8 -Sports Promotion</u>	1. Endorsements 2. Promotions 3. Marketing
<u>Unit 9 - Events</u>	1. Public Relations 2. Philanthropy 3. Branding
<u>Additional Notes</u>	

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