

# **Sports and Entertainment Marketing**

**Local Course #:** 82504

**State Course ID:** 13034600

## **Course Description:**

This course will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and sporting events and entertainment. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and implementation of sports and entertainment marketing plans. This course will also provide students with an opportunity to develop promotional plans, sponsorship proposals, endorsement contracts, sports and entertainment marketing plans, and evaluation and management techniques.

## **Link to TEKS:**

[https://texas-sos.appianportalsgov.com/rules-and-meetings?\\$locale=en\\_US&interface=VIEW\\_TAC\\_SUMMARY&queryAsDate=08%2F11%2F2025&recordId=225524](https://texas-sos.appianportalsgov.com/rules-and-meetings?$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F11%2F2025&recordId=225524)

## **First 9 Weeks Major Topics:**

Business and Marketing Concepts and the Functions of Marketing,

## **Second 9 Weeks Major Topics:**

Marketing Information Systems and Financial Planning

## **Third 9 Weeks Major Topics:**

Promotional Plan, Branding and Licensing

## **Fourth 9 Weeks Major Topics:**

Sponsorships and Endorsements, Careers in Sports and Entertainment Marketing