

Sports & Entertainment Marketing II

Scope and Sequence

Endorsement: Business and Industry

Cluster: Business, Marketing, & Finance

Meets advanced course requirement? YES ▾

Program of Study: Marketing & Sales

Meets foundation requirement for math, science, fine arts, English, LOTE? NO ▾

Course Description:

Sports and Entertainment Marketing II is an advanced course designed to build upon students' prior knowledge of sports and entertainment marketing. Students will develop a thorough understanding of advanced marketing concepts and theories as they relate to the sports and entertainment industries. Students will investigate the components of branding, sponsorships and endorsements, as well as promotion plans needed for sports and entertainment events.

TEKS link:

- 1/2 credit
- Grades 10-12
- Lab supplies or fee may be required
- Required prerequisites: N/A
- Recommended prerequisites: Principles of Business, Marketing, and Finance

Industry Certification/Credential: N/A

TEA recognized IBC (to count toward program of study completion)? NO ▾

Instructional Units	Grading Period
Introduction to course * Professional standards & employability skills that are required by business and industry Careers in the Sports & Entertainment Industry The Economics of the Sports & Entertainment Industry The Organizational Structure of the Sports & Entertainment Industry Development of Entrepreneurship in the Sports & Entertainment Industry Marketing Management as a Tool in Developing Marketing Strategies The Importance of Ethics in the Sports & Entertainment Industry Security Plans for Events Professional Partnerships in the Sports & Entertainment Industry	N1/N3 (fall/spring)
How Market Analysis is Applied in the Sports & Entertainment Industry How to Use Market Research to Develop a Company How to Calculate Revenues and Expenses in order to Evaluate Profitability	N2/N4 (fall/spring)

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Process of Planning an Event	
How a Strong Fan Base is Needed in the Sports & Entertainment Industry	
Legal Aspects of the Sports & Entertainment Industry	
Knowledge Matters Sports & Entertainment Simulations	

Primary Instructional Materials: N/A

Supplementary Instructional Materials:

Sports and Entertainment Marketing ISBN-9781305993211. Publisher, Cengage Learning

Knowledge Matters