

Sports & Entertainment Marketing I

Scope and Sequence

Endorsement: Business and Industry

Cluster: Business, Marketing, & Finance

Meets advanced course requirement? NO ▾

Program of Study: Marketing & Sales

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

Course Description:

Sports and Entertainment Marketing I allows students to apply marketing principles and processes to the sports & entertainment industry. Students will investigate sponsorships, promotion/public relations, merchandising, advertising, sales, and events through case studies and simulations. Behind the superstars are those who have mastered the craft of developing the true connections with consumers needed to build that passion.

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 and Expectations What is Sports Entertainment Marketing? ● Marketing Basics ● Sports Marketing ● Entertainment Marketing Putting the Customer First ● The Marketing Concept ● Discover What People Want ● Target Markets Sports and Entertainment Means Business ● Sports and Entertainment Economics ● Financial Analysis ○ Balance and Income Statements Only ● Risk Management ● Business Ethics The Wide World of Sports and Entertainment ● Worldwide Sports and Entertainment Events ● Global Sports and Entertainment Trends ● Diversity in the Sports and Entertainment Industry ● Destinations: Travel and Tourism	N1/N3 (fall/spring)

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Marketing Information Management ● Marketing Information Systems ● The Marketing Research Process ● Turning Information into Action	
The Product is Sports and Entertainment ● The Product Mix ● People are the Product ● Product Marketing Strategies Managing the Channels ● Channels of Distribution ● Social Media and Technology Channel Management ● Entertainment Distribution ● Sports Distribution The Economics of Supply and Demand ● Pricing Strategies Sports and Entertainment Promotion ● Promoting Sports and Entertainment ● Advertising and Sales Promotion ● Publicity and Personal Selling Promotion Planning ● Promotional Events and the Event Triangle ● Sponsorship and Endorsements ● Promotional Plans Selling Sports and Entertainment ● The Sales Process ● Ticket Sales ● Group and Corporate Sales The Marketing Game Plan ● Legal Issues ● Contracts Business Ownership and Leadership ● Entrepreneurship ● Workplace Skills ● Scoring a Career/Choosing and Preparing for a career	N2/N4 (fall/spring)

Primary Instructional Materials:

Revised: Fall 2026

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Supplementary Instructional Materials:

Knowledge Matters