Sports & Entertainment Marketing

C. Nason

1 Semester, Local Credit

Course Description

Sports and Entertainment Marketing is a unique and innovative course designed for students with an interest in the sports and entertainment industry. This course stresses the utilization of fundamental marketing concepts and will include an orientation to the sports and entertainment industry. Marketing strategies along with topics in sponsorship, pricing, marketing research, endorsements, and promotions will be part of this course.

The course will develop critical thinking, decision making and communication skills through real world applications. Students will be prepared to handle specific tasks associated with either industry. This course offers students and edge if pursuing marketing or sports management degrees on the collegiate level.

Guest speakers, case studies, field trips, videos and computer integrated activities will be incorporated into the class.

Standards

Resources: Effective workers know how to allocate time, money, materials, work space and human resources in both personal and workplace settings.

Interpersonal Skills: Effective workers can work on teams, teach others, communicate, lead and work with people from culturally diverse backgrounds.

Information: Effective workers are expected to identify, assimilate and integrate information from diverse sources; they prepare, maintain and interpret quantitative and qualitative records; they convert information from one form to another and are comfortable conveying information, orally and in writing, as the need arises.

Systems: Effective workers understand social, organizational and technological systems. They understand how parts of systems are connected, anticipate consequences, monitor and correct performance and design or improve systems.

Technology: Effective workers select equipment and tools, apply technology to specific tasks and maintain and trouble shoot workplace technologies.

Careers: Career development is the process through which an individual comes to understand his or her interests, knowledge, skills and aspirations and begins to make informed career decisions. The process consists, at a minimum, of (I) career awareness, (2) career exploration, (3) career planning/decision-making, and (4) career preparation. Students develop through a continuum of career awareness, career exploration and work exposure activities that help them discern their own career path.

Book: *Sports and Entertainment Marketing, Kaser & Oelkers*