

# Sports & Entertainment Marketing Overview

Content Area: **Computer Science & Business**  
Course(s): **SPORTS AND ENTERTAINMENT MARKETING**  
Time Period:  
Length: **90 Days**  
Status: **Published**

## Cover

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### **EAST BRUNSWICK PUBLIC SCHOOLS**

**East Brunswick New Jersey**

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Course Adoption: 11/20/2003

Curriculum Adoption: 11/20/2003

Date of Last Revision Adoption: 9/1/2017

## Course Overview

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## COURSE DESCRIPTION

Welcome to the world of sports and entertainment marketing; an area of the economy in the USA, which is extremely interesting, lucrative and important to many. There are literally billions of dollars spent each year in this industry dealing with sports figures, teams, apparel, licensing, broadcasting and advertising of common household products. This course is geared to students with an interest in this area for possible career paths or for the student who just wants a background in marketing for personal use. The course will cover areas such as public relations, event and stadium management, labor relations, advertising and looking at sponsorship agreements with professional athletes.

## COURSE SCOPE AND SEQUENCE

Sequential Unit Description	Other Pacing Guide References	Proficiency (Summative) Assessments
Unit 1		
Introduction		
<ul style="list-style-type: none"><li>• Sports and Entertainment Marketing course goals and objectives</li><li>• Grading policy</li><li>• Class activities</li></ul>	1	<ul style="list-style-type: none"><li>• Do Now's</li><li>• Closure's</li></ul>
Unit 2		
What is Sports and Entertainment Marketing?		
<ul style="list-style-type: none"><li>• Marketing basics</li><li>• Sports marketing</li><li>• Entertainment marketing</li><li>• Recreation marketing</li></ul>	8	<ul style="list-style-type: none"><li>• Do Now's</li><li>• Closure's</li><li>• Chapter Test</li></ul>
Unit 3		
College and Amateur Sports		
<ul style="list-style-type: none"><li>• Marketing college athletics</li><li>• Economic impact of college athletics</li><li>• Amateur sports</li></ul>	7	<ul style="list-style-type: none"><li>• Do Now's</li><li>• Closure's</li><li>• Chapter Test</li><li>• Evaluation Assessment 2.2, 2.3</li></ul>
Unit 4		
	7	<ul style="list-style-type: none"><li>• Do Now's</li></ul>

## Professional Sports

- Big league sports
- Attracting a professional team
- Agents, managers and ethics

- Closure's
- Chapter Test
- Evaluation Assessment 3.1, 3.3

## Unit 5

### Marketing Products and Services Through Sports

- Using sports to market products
- Sponsorships
- Promotion
- Endorsements

8

- Do Now's
- Closure's
- Chapter Test
- Evaluation Assessment 4.2, 4.4

## Unit 6

### Public Images

- Public relations
- Fans
- Publishing and speaking engagements

7

- Do Now's
- Closure's
- Chapter Test
- Evaluation Assessment 5.2, 5.3

## Unit 7

### Advancing the Cause

- Community service
- Sports camps
- Workshops

7

- Do Now's
- Closure's
- Chapter Test
- Evaluation Assessment 6.1, 6.3

## Unit 8

### Sports Marketing

- Marketing firms
- Global market
- Careers in sports marketing

7

- Do Now's
- Closure's
- Chapter Test
- Evaluation Assessment 7.1, 7.3

## Unit 9

### Entertainment Industry

- Entertainment profits
- Distribution of entertainment
- Marketing and music theatre
- Awards and annual events
- Entertainment marketing careers

9

- Do Now's
- Closure's
- Chapter Test
- Evaluation Assessment  
8.1-8.2, 8.3-8.5

## Unit 10

### Marketing Entertainment

- Customized entertainment
- Entertainment Technology and marketing
- World entertainment marketing

7

- Do Now's
- Closure's
- Chapter Test
- Evaluation Assessment

## Unit 11

### Recreation Marketing

- Recreation sports
- Travel and tourism
- Resorts and theme parks
- Recreation marketing careers

8

- Do Now's
- Closure's
- Chapter Test
- Evaluation Assessment  
10.1, 10.3, 10.4

## Unit 12

### Marketing Plans

- Advertising
- Market research
- Develop a marketing plan
- The 'bottom line'

8

- Do Now's
- Closure's
- Chapter Test
- Evaluation Assessment  
11.1, 11.3, 11.4

## Unit 13

7

- Do Now's

## Legal Issues for Sports and Entertainment

- Law and contracts
- Unions
- Licensing

- Closure's
- Chapter Test
- Evaluation Assessment  
12.1, 12.2, 12.3

## CONTENT FOCUS AREA AND COURSE NAME

**Course Name: Sports and Entertainment Marketing, #1037**

Course Number	School Numbers	Course Level	Grads(s)	Credits	Min. Per Week	Elective/Required	Initial Course Adopted
1037	050	S	10-12	2.50	210	E	11/20/03

## Textbooks and Other Resources

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### Textbook:

SPORTS AND ENTERTAINMENT MARKETING. (ISBN 0-538-43889-4). Kaser and Oelkers. Thomson-Southwestern Publishing, 2005.

### CD-ROM

SPORTS AND ENTERTAINMENT MARKETING, Teachers Resource CD, Southwestern Educational Publishing, 2005.

## Other Resources and Publications

Sports Illustrated

USA Today Newspaper

Sports Business Journal

ESPN Television Shows

Various Internet sites

## Standards

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12.9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
12.9.3.MK.2	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
12.9.3.MK.3	Plan, monitor, manage and maintain the use of financial resources for marketing activities.
12.9.3.MK.4	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
12.9.3.MK.5	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
12.9.3.MK.6	Select, monitor and manage sales and distribution channels.
12.9.3.MK.7	Determine and adjust prices to maximize return while maintaining customer perception of value.
12.9.3.MK.8	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
12.9.3.MK.9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
12.9.3.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.
12.9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
12.9.3.MK-COM.2	Plan, manage and monitor day-to-day activities of marketing communications operations.
12.9.3.MK-COM.3	Access, evaluate and disseminate information to enhance marketing decision-making processes.
12.9.3.MK-COM.4	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
12.9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
12.9.3.MK-MER.1	Plan, organize and lead merchandising staff to enhance selling and merchandising skills.
12.9.3.MK-MER.2	Plan, manage and monitor day-to-day merchandising activities.
12.9.3.MK-MER.3	Move, store, locate and/or transfer ownership of retail goods and services.
12.9.3.MK-MER.4	Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.
12.9.3.MK-MER.5	Determine and adjust prices to maximize return and meet customers' perceptions of value.
12.9.3.MK-MER.6	Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.
12.9.3.MK-MER.7	Communicate information about retail products, services, images and/or ideas.
12.9.3.MK-MER.8	Create and manage merchandising activities that provide for client needs and wants.
12.9.3.MK-RES.1	Plan, organize and manage day-to-day marketing research activities.
12.9.3.MK-RES.2	Design and conduct research activities to facilitate marketing business decisions.
12.9.3.MK-RES.3	Use information systems and tools to make marketing research decisions.
12.9.3.MK-SAL.2	Apply sales techniques to meet client needs and wants.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.

CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP3	Attend to personal health and financial well-being.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP10	Plan education and career paths aligned to personal goals.
CRP.K-12.CRP11	Use technology to enhance productivity.
CRP.K-12.CRP12	Work productively in teams while using cultural global competence.

## **Grading and Evaluation Guidelines**

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### **GRADING PROCEDURES**

In terms of proficiency level the East Brunswick grades equate to:

- A    Excellent - Advanced Proficient
- B    Good Above Average - Proficient
- C    Fair - Proficient
- D    Poor - Minimally proficient
- F    Failing - Partially Proficient

### **COURSE EVALUATION**

Each quarter students will be evaluated with tests and programming assignments using a total point basis to determine the quarter average. The semester/course average will be a weighted average of the 2 quarter averages (40% each) and a final exam (20%); in a full year course, each quarter is worth 20% of a student's final grade and each exam (midterm & final) is worth 10% of the student's final grade.

Course achievement will be evaluated based on the percent of all pupils who achieve the minimum level of proficiency (final average grade) in the course. Student achievement levels above minimum proficiency will also be reported. Final grades, and where relevant mid-term and final exams, will be analyzed by staff for the total cohort and for sub-groups of students to determine course areas requiring greater support or modification.

Quizzes/Tests- 55%

Class Participation- 20%

Class work/Homework- 25%

## **Other Details**

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### **12163 Sports and Entertainment Marketing**

Sports and Entertainment Marketing courses introduce students to and help them refine marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, and the sales or rental of supplies and equipment.