

General Course Information

Course Name: Sports and Entertainment Marketing	
Department: Business and Marketing	Grade Level(s): 10-12
Duration/Credits: 1 sem/.5 credit	Prerequisites: none
BOE Approval Date: November 19, 2019	Course Code: H5300
Course Description:	
<p>Sports and Entertainment Marketing combines entertainment and traditional marketing. In the class, students can learn basic marketing principles and become immersed in the multibillion dollar sports and entertainment industry. Students will understand the business behind major entertainment events. Students enrolled in Sports and Entertainment Marketing are eligible to join student business organizations (DECA & FBLA).</p>	
Course Rationale:	
<p>Demand for marketing savvy students is growing in both the marketing and business community. Skills learned also allow students to become more informed consumers.</p>	
Course Objectives:	
<p>The student will discuss and analyze the effects of current trends and economics on the 4 p's (product, place, price and promotion) of marketing as they apply in the sports and entertainment industry. (A+ Speaking and Listening)</p> <p>The student will research, and compare and contrast marketing information processes. (A+ Research)</p> <p>The student will read about and identify the components of product mix, life cycle, branding and licensing and apply the concepts of merchandising as related to the sports and entertainment industry (A+ Reading)</p> <p>The student will demonstrate the tools, strategies and systems used to maintain, monitor and control risk management, safety and security.</p> <p>The student will develop customer service skills and demonstrate and apply the</p>	

steps of the selling process.

The student will recognize the need to communicate information about products to achieve a desired outcome through the completion of a promotional plan. (A+ Writing)

Standards Alignment:

List standard set(s) to which course has been aligned