

<b>COURSE NUMBER:</b>	110
<b>COURSE TITLE:</b>	Sports & Entertainment Marketing
<b>COURSE LENGTH:</b>	One semester, One Credit
<b>PREREQUISITE:</b>	none
<b>GRADE LEVEL:</b>	11, 12

#### **COURSE DESCRIPTION:**

This course will take you step-by-step through the world of marketing. You will learn the basic functions of marketing and how those functions are applied to sports and entertainment. The basic functions of marketing include: Marketing-Information Management, Financing, Pricing, Promotion, Product/Service Management, Distribution, and Selling.

#### **COURSE RATIONALE:**

Marketing is the tool that has allowed the United States economy to be one of the most successful in the world. Sports and entertainment are important parts of our modern economy. Fans and companies spend billions of dollars each year on sports. Entertainment is one of the largest exports from the United States to the rest of the world.

#### **METHOD OF INSTRUCTION:**

The emphasis area is primarily lecture/discussion with group work periodically. The Internet is used for a considerable amount of research and a final project is also required.

#### **ASSESSMENT:**

Students will receive grades on projects/assignments, as well as quizzes and tests that pertain to the material presented in the text and in class. A portion of their final grade will also include their final project.

#### **CRITICAL OBJECTIVES:**

1. the student will understand the basic concepts of marketing
2. the student will have an understanding of the seven key marketing functions
3. the student will understand sports marketing and sports marketing strategies
4. the student will understand the importance of target markets
5. the student will understand why marketing must relate to the specific audience
6. the student will understand the power of television and the Internet as marketing tools
7. the student will understand marketing research
8. the student will understand how to segment the market
9. the student will understand how to apply the marketing mix to recreation marketing
10. the student will understand marketing for the travel and tourism consumer