

# Sports and Entertainment Marketing

School Name \_\_\_\_\_  
 Teacher Name \_\_\_\_\_  
 Teacher Contact Information \_\_\_\_\_

This Marketing course is designed to develop skills in the areas of marketing analysis, event/marketing, communications and human relations along with a thorough understanding of the sports and entertainment industry and career options available. Course objectives include but are not limited to:

Marketing Program Overview  
 Developing Job Search Skills  
 Understanding the Importance of SEM Marketing  
 Developing an Overview of Marketing  
 Developing Effective Communication Strategies  
 Careers in the Sports & Entertainment Field  
 Describe the Economics of the Sports Industry  
 Describing Product Development  
 Workplace Readiness

Exploring the Concept of Branding  
 Describing the Product Development  
 Exploring Pricing & Distribution Strategies  
 Developing a Promotional Mix  
 Examining Product Licensing  
 Exploring Forms of Advertising  
 Using Social Media  
 Exploring Public Relations & Sales Promotion  
 Exploring Sponsorship & Endorsements  
 Exploring the Marketing Plan

**Course Evaluation:** One letter grade will be posted on the Google Classroom and will be communicated verbally.

**Classroom Management:** Students will be given assignments in class daily.

**Quizzes/Tests:** Quizzes/Tests will consist of a variety of question types including multiple choice, true/false, matching, filling, and essay/question.

**Project:** There will be a group project, both independent and group, during the semester that relate to the course objectives. Ample time will be given in class for work to be completed. It is important to use this time wisely.

**OECFA:** OECFA is our on curriculum organization for marketing students and complementary classroom instruction. On occasion, students will be expected to participate in OECFA activities during class time for course credit. \*Students may opt-in to join OECFA membership for playing local, state, and national events. This year, OECFA dues will be \$100.00. Students must be paid members in order to participate in outside-of-class OECFA activities including but not limited to certain field trips, competitions, and "club day" activities. Check playmate information. \*OECFA participation is a privilege and students will be in good standing if they participate in all OECFA activities. Specifically, students will have a 10% margin in attendance while in a club trip and must give attendance during in order to be assessed their status for OECFA activities.

**Final Assessment:** Students will present a large portion of the semester working on a project to evaluate student learning, skill attainment, and achievement. This project will include meaningful, authentic assignments that reflect the real-world experience of business and marketing professionally. \*A final evaluation of this project will take place near the end of the semester to assess the students' cumulative learning in the course. \*Students are also expected to be professional in their behavior and conduct throughout the semester. \*Final assessment will be only used if the teacher the student's final grade for the course.

Google Classroom and Drive: We will be using the Google platform for accessing class material and turning in assignments. The Google Classroom code is \_\_\_\_\_.

Calculation of Missing Grade:

I use the highest possible standard 100-point grading scale and my gradebook will operate on a "Total Points System." Grades will be calculated as follows:

|                            |               |
|----------------------------|---------------|
| Tests:                     | 70-100 points |
| Quizzes:                   | 25-50 points  |
| Project/Assignments:       | will vary     |
| *Professional Development: | 100 points    |

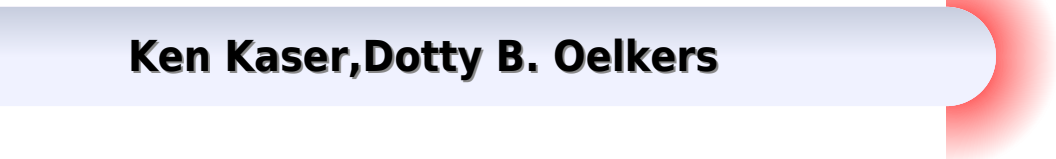
All percentages in this report will be rounded up to the nearest whole number.

\*Professional Development allows you the opportunity to learn more about the things that are of interest to you and how they relate to the Marketing world. You are required to accumulate 100-150 points per nine weeks.

\*If a student wishes to have an assignment re-graded (for any reason), they must fill out the Take 2 Form on the Google Classroom. I will only re-grade assignments when it is convenient for me to do so.

# Sports And Entertainment Marketing Syllabus Barren

**Ken Kaser,Dotty B. Oelkers**



## **Sports And Entertainment Marketing Syllabus Barren:**

*Sports and Entertainment Marketing Updated, Precision Exams Edition* Ken Kaser,Dotty B. Oelkers,2018-10-03 SPORTS AND ENTERTAINMENT MARKETING 4E incorporates feedback from instructors across the country It includes expanded coverage updated content and exciting new features The popular sports and entertainment topics continue to be the foundation for teaching marketing concepts Each marketing function is incorporated throughout the text and is highlighted with an icon to indicate how it is used in the marketing process Features throughout the textbook encourage students to relate marketing concepts to real life businesses with exciting examples of famous athletes and celebrities while each chapter also offers a group project and preparation for BPA DECA and FBLA competitive events MindTap for Sports and Entertainment Marketing Updated Precision Exams Edition 4th edition is the digital learning solution that helps teachers engage and transform today s students into critical thinkers Through paths of dynamic assignments and applications that you can personalize real time course analytics and an accessible reader MindTap helps you turn cookie cutter into cutting edge apathy into engagement and memorizers into higher level thinkers MindTap for this course includes the full interactive eBook as well as auto graded reading activities throughout the eBook for each lesson as well as student tools like flashcards practice quizzes and auto graded homework and tests Important Notice Media content referenced within the product description or the product text may not be available in the ebook version **Sports and Entertainment Marketing** Ken Kaser,Dotty B. Oelkers,2020-01-10 The Financial Times Middle East Surveys ,1976 **Sports and Entertainment Marketing, 2e** Ken Kaser,Kenneth Kaser,Dotty Boen Oelkers,2005 Welcome to Sports and Entertainment Marketing The field of sports and entertainment marketing is rapidly growing Many colleges universities and high schools offer specializations in sports and entertainment marketing In this text you will explore the intriguing world of sports and entertainment from the perspective of marketing The functions of marketing that are presented are intended to be a guide in taking your first career step into the exciting worls of sports and entertainment To the student **Sports & Entertainment Marketing** Brandy Bentley Mba,2025-03-31 This textbook is designed to provide a comprehensive introduction to sports and entertainment marketing specifically tailored to meet the needs of undergraduate students in Alabama It acknowledges the unique cultural context of the state incorporating examples from prominent Alabama teams the Crimson Tide Auburn Tigers Birmingham Barons and events to create a relatable and engaging learning experience The book goes beyond theoretical concepts offering practical applications and actionable strategies that students can utilize immediately The inclusion of detailed case studies both local and national provides real world context showcasing successful marketing campaigns and analyzing less successful ones offering lessons learned Each chapter is structured to ensure clarity and comprehension incorporating review questions discussion prompts and activities to promote active learning and critical thinking Furthermore the text integrates up to date trends and technologies relevant to the industry including digital marketing social

media data analytics and the evolving landscape of sponsorship opportunities By bridging the gap between theory and practice this textbook aims to equip students with the necessary tools and knowledge to excel in their future careers within the dynamic and ever evolving world of sports and entertainment marketing I have strived to make this textbook accessible to students with diverse backgrounds and levels of prior marketing knowledge ensuring that all can benefit from the provided insights The final chapters offer invaluable resources and further reading to encourage ongoing learning and professional development

**Aie, Sports and Entertainment Marketing 3e** Kaser,Oelkers,2007-03-01 **Who's who Among Students in American Universities and Colleges** Henry Pettus Randall,1976 *Sports and Entertainment Marketing* Ken Kaser,Dotty B. Oelkers,2007-03-29 SPORTS AND ENTERTAINMENT MARKETING 3E incorporates feedback from instructors across the country and has expanded by three chapters The popular sports and entertainment topics continue to be the foundation for teaching marketing concepts Each marketing function is incorporated throughout the text and is highlighted with an icon to indicate how it is used in the marketing process Important Notice Media content referenced within the product description or the product text may not be available in the ebook version **Sports and Entertainment Marketing** Kaser,Oelkers,2004-08 **Sports and Entertainment Marketing** Ken Kaser,Dotty B. Oelkers,2015-01-01 SPORTS AND ENTERTAINMENT MARKETING 4E has expanded coverage updated content and exciting new features Popular sports and entertainment topics continue to be the foundation for teaching marketing concepts Throughout the text each marketing function is highlighted with an icon to indicate how it is used in the marketing process Important Notice Media content referenced within the product description or the product text may not be available in the ebook version **Sports and Entertainment Marketing Updated, Precision Exams Edition** Ken Kaser,Dotty B. Oelkers,2018-10-03 SPORTS AND ENTERTAINMENT MARKETING 4E incorporates feedback from instructors across the country It includes expanded coverage updated content and exciting new features The popular sports and entertainment topics continue to be the foundation for teaching marketing concepts Each marketing function is incorporated throughout the text and is highlighted with an icon to indicate how it is used in the marketing process Features throughout the textbook encourage students to relate marketing concepts to real life businesses with exciting examples of famous athletes and celebrities while each chapter also offers a group project and preparation for BPA DECA and FBLA competitive events MindTap for Sports and Entertainment Marketing Updated Precision Exams Edition 4th edition is the digital learning solution that helps teachers engage and transform today s students into critical thinkers Through paths of dynamic assignments and applications that you can personalize real time course analytics and an accessible reader MindTap helps you turn cookie cutter into cutting edge apathy into engagement and memorizers into higher level thinkers MindTap for this course includes the full interactive eBook as well as auto graded reading activities throughout the eBook for each lesson as well as student tools like flashcards practice quizzes and auto graded homework and tests Important Notice Media content

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**Marketing Series: Sports and Entertainment Marketing, Student Edition** McGraw Hill, 2004-04-13 Students examine case studies become familiar with technology gain insight into marketing success stories learn more about specific careers in the field and get practice working through real world activities      Sports and Entertainment Marketing Standards Nevada. Department of Education. Office of Career, Technical & Adult Education, 2013      **Sports and Entertainment Marketing** Ken Kaser, 2007-04 Now you and your students can access these dynamic interactive products and take learning to a new level eBooks enhance traditional courses by providing material digitally eBooks are viewed on a computer with a free Adobe Acrobat Book Reader™ and look exactly like the printed version including photos graphics and rich fonts Additional features not available in a printed version include the ability to customize the content by Annotating text Highlighting key passages Inserting sticky notes and Book marking pages      **Sports and Entertainment Marketing** Marketing Education Resource Center, Distributive Education Clubs of America, 2008      Sports Marketing Matthew D. Shank, Mark R. Lyberger, 2021-11-29

**Sports Marketing A Strategic Perspective** is the most authoritative comprehensive and engaging introduction to sports marketing currently available It is the only introductory textbook on this subject to adopt a strategic approach explaining clearly how every element of the marketing process should be designed and managed from goal setting and planning to implementation and control Covering all the key topics in the sports marketing curriculum including consumer behavior market research promotions products pricing sponsorship business ethics technology and e marketing the book introduces core theory and concepts explains best practice and surveys the rapidly changing international sports business environment Chapters contain extensive real world case studies and biographies of key industry figures and challenging review exercises encourage the reader to reflect critically on their own knowledge and professional practice Now in a fully revised and updated sixth edition **Sports Marketing A Strategic Perspective** includes expanded coverage of social and digital media analytics and ethical issues as well as a greater number of international articles and examples In a new feature successful sports marketers reflect on their careers and how they progressed in the sports marketing industry It is an essential foundation for any sports marketing or sports business course and an invaluable reference for any sports marketing practitioner looking to improve their professional practice A companion website offers additional resources for instructors and students including an instructor's guide test questions presentation slides and useful weblinks      Sports Marketing Michael J. Fetchko, Donald P. Roy, Vassilis Dalakas, 2024-01-31 Highly practical and engaging **Sports Marketing** equips students with the skills techniques and tools they need to be successful marketers in any sporting environment The book blends relevant marketing theory focusing on industry specific terminology and practices with practitioner insights into current issues and future directions in the sports industry This anticipated third edition has been fully updated to incorporate a broad range of global and diverse perspectives from industry experts and international case studies throughout

Contemporary topics within the sports industry have been expanded upon including esports social responsibility sustainability digital and social media and personal branding Popular You Make the Call cases insider and early career insights and review questions stimulate lively classroom discussion while chapter summaries and terms support further support learning Overall this exciting text will Increase students depth of knowledge about sports marketing Challenge students to apply concepts to real world situations Profile best practices of organizations and individuals within the sports industry as they relate to the book s content Equip students to position themselves to compete for entry level positions in sports business Provide faculty with a concise but thorough text that meets their needs Sports Marketing remains a core textbook for undergraduate and postgraduate students of sports marketing and management providing a firm grasp of the ins and outs of working in sports Additional online resources include PowerPoint slides for each chapter a test bank of questions and an instructor s manual      **Sports and Entertainment Marketing** Ken Kaser,Dotty Boen Oelkers,2016 The Annotated Instructor s Edition contains solutions appearing on an overprint of the student pages Teaching method instructions are also included at point of use      **Red & Black Approach to Sports and Entertainment Marketing** Tina W. Pennington,Mandy S. Williams,2017-08      **Sports and Entertainment Marketing Management Team Decision Making Event** Distributive Education Clubs of America,2004

Embark on a transformative journey with Written by is captivating work, Discover the Magic in **Sports And Entertainment Marketing Syllabus Barren** . This enlightening ebook, available for download in a convenient PDF format PDF Size: , invites you to explore a world of boundless knowledge. Unleash your intellectual curiosity and discover the power of words as you dive into this riveting creation. Download now and elevate your reading experience to new heights .

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