

Sports & Entertainment Marketing



Career & Technical Education Class www.graniteschools.org/cte



Marketing

Topics Include:

- Sports & entertainment industry
- Marketing-sports connection
- Operating a sports franchise
- Sponsorship
- Event planning
- The role of the fan
- Agents
- 4 P's of marketing



Course Information

Location: Check with your Career Center Coordinator
Offered to: 9 -12 grades
Credits: CTE or Elective .50
Length: Semester

Course Description

This course:

- Helps students develop an understanding of the marketing concepts and theories that apply to the sports and entertainment industry.
- Covers various marketing techniques.
- Delves into the components of a promotion plan, sponsorship proposals, and the key elements of a sports marketing plan.



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