Sports & Entertainment 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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