

# SPORTS & ENTERTAINMENT MARKETING

- This first year Marketing course introduces students to the basic foundations of marketing/business; including such topics as promotion, product development, merchandising, licensing, marketing research and careers.
- Projects relate to college and professional sports as well as the television, movie and social media industries.
- Course designed for 10<sup>th</sup> - 12<sup>th</sup> graders with no prerequisite.



# **Students in this course will learn about the following business / marketing principles:**

## **The Marketing Mix**

- People
- Product
- Price
- Place
- Promotion

## **VIRTUAL BUSINESS**

An online simulation that encompasses the principles of marketing in an entrepreneurial fashion. Students are asked to run a football team and make decisions to increase profits

## **Social Media Marketing**

Marketing Research

Selling

Merchandising

Economics

Entrepreneurship

# **What Are Some Career Options In the Sports & Entertainment Industry**

***ADVERTISING***

***ENTREPRENEUR***

***BROADCASTER***

***SALES AND MARKETING MANAGER***

***BRANDING SPECIALIST***

***VIDEOGRAPHER***

***MERCHANDISING MANAGER***

***PUBLIC RELATIONS***

***SPORTS WRITER***

***MARKET RESEARCH / ANALYTICS***

***PUBLIC RELATIONS DIRECTOR***

***SALES***

***EVENT MANAGER***

***HOSPITALITY DIRECTOR***

# Internship Opportunities

***STUDENTS MAY RECEIVE UP TO 2 SCHOOL CREDITS FOR WORKING PART-TIME IN A LOCAL RETAIL ESTABLISHMENT, SUPERVISED BY THE FASHION-MARKETING INSTRUCTOR. AFTER SUCCESSFULLY COMPLETING THE INTERNSHIP PROGRAM, THE 2 SCHOOL CREDITS WILL BE AVERAGED INTO THE STUDENT'S CUMULATIVE GPA. FOR EXAMPLE, STUDENTS RECEIVING A GRADE OF AN "A" IN SPORTS & ENTERTAINMENT MARKETING AND COMPLETING AN INTERNSHIP WILL HAVE 2 "A"'S AVERAGED INTO HIS/HER GPA. ALTHOUGH THEY ARE ONLY TAKING 7 CLASSES, THEY COULD RECEIVE 8 SCHOOL CREDITS.***