



Sports & Entertainment Marketing Syllabus

Instructor: Mrs. Katie Gomez
Course: Sports & Entertainment Marketing
Credits: .5
Time: 1 semester
School Year: 2014-2015

COURSE DESCRIPTION:

The business and marketing world has evolved into a multi-dimensional work-in-progress for companies around the globe. Sports and entertainment companies are no exception. From the NBA to Nike to Paramount Pictures and Geffen Records, organizations pay a premium to remain ahead of the curve in a world of evolving technologies and shifts in trends within the industry. This course is designed to share those practices with you.

The Sports and Entertainment Marketing course helps students develop a thorough understanding of fundamental marketing concepts as they relate to the sports and entertainment industries. The course also supports the business and marketing core that includes communication skills, distribution, marketing-information management, pricing, product/services management, selling, operations, strategic management and human resource management. Students will investigate the components of branding, sponsorships and endorsements, as well as promotion plans needed for sports and entertainment events.

It takes luck to find a career in sports and entertainment, right? Maybe so, but, it has been said that "luck happens when preparation meets opportunity." The Sports and Entertainment Marketing course is specifically designed to provide you with the necessary preparation for when the opportunity comes. The course provides "real world" experience by simulating the same basic business models used by collegiate athletic departments, professional sports teams and event management companies while offering extremely valuable educational involvement.

TEXTBOOK:

- The Business of Sports and Entertainment—access available online or in print
- A vast collection of teacher developed materials

Sports And Entertainment Marketing Syllabus Barren

Ken Kaser,Dotty B. Oelkers



Sports And Entertainment Marketing Syllabus Barren:

ARUN DEEP'S 10 YEARS SOLVED PAPERS FOR ICSE CLASS 10 EXAM 2024 - COMPREHENSIVE HANDBOOK OF 16 SUBJECTS - YEAR-WISE BOARD SOLUTIONS, REVISED SYLLABUS (TWO COLOURED EDITION) (2013 TO 2023) Panel of Authors, Easy Quick and Concise Revision with Arun Deep s 10 Years Solved Papers for ICSE Class 10 Board Examinations 2024 Our Handbook consists of Solved Papers for total 15 Subjects including English I English II Physics Chemistry Biology History Civics Geography Mathematics Hindi Computer Application Economics Economic Applications Commercial Studies Commercial Applications Physical Education and Home Science **Sports and Entertainment Marketing** Kaser,2015

Aie, Sports and Entertainment Marketing 3e Kaser,Oelkers,2007-03-01 **Sports and Entertainment Marketing** Kaser,Oelkers,2004-08 *More Than a Game* ,2005 Consists of a curriculum guide for the first year of a two year high school course in sport and event marketing that covers both core marketing and industry specific content **Sports and Entertainment Marketing** Marketing Education Resource Center,Distributive Education Clubs of America,2008 Grand Slam MarkEd,Marketing Education Resource Center,2005 Curriculum type activities that stress marketing in sport event situations Sports and Entertainment Marketing Ken Kaser,Dotty B. Oelkers,2020-01-10 **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 worlds of sports and entertainment To the student **Glencoe 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 Sport and Event Marketing Nigel Pope,Doug Turco,2001 This new text introduces students and practitioners to the importance of sport and event marketing by balancing theoretical discussion and current research data with practical application The authors examine the sport and event industries from a marketer s perspective to maximise marketing opportunities and increase attendance rates and financial returns Designed for both students and professionals in the field the text spans the management planning and promotion of events An extensive range of international examples drawn from the sporting world is combined with an Issues for the Practitioner section in each chapter Online case studies are available to support the text **More Than a Game** MarkEd,Marketing Education Resource Center,2005 Curriculum type activities that stress marketing in sport event situations *Sports and Entertainment Marketing Management Team Decision Making Event* Distributive Education Clubs of America,2004 *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 *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** 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 Standards Nevada. Department of Education. Office of Career,

Technical & Adult Education,2013 **Sports Marketing** Matthew D. Shank,Mark R. Lyberger,2014-10-03 Now in a fully revised and updated 5th edition Sports Marketing A Strategic Perspective is the most authoritative comprehensive and engaging introduction to sports marketing currently available It is the only introductory textbook 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 Every chapter contains extensive real world case studies and biographies of key industry figures and challenging review exercises which encourage the reader to reflect critically on their own knowledge and professional practice The book s companion website offers additional resources for instructors and students including an instructors guide test bank presentation slides and useful weblinks Sports Marketing A Strategic Perspective 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

Sports Marketing Michael J. Fetchko, Donald P. Roy, Kenneth E. Clow, 2013 For courses in Sports Marketing Help students understand the business of sports through a practitioner s perspective Written from the perspective of those who ve been actively involved in the sports business Sports Marketing addresses business and marketing issues pertinent to sports as observed by the practitioners and scholars themselves Through its extensive presentation of current information this text also helps encourage students to get actively involved and engaged in the process of sports entertainment Features Present information from the field A practitioner s approach Most sports marketing texts are crafted using a marketing principles template The organization and chapter themes of these texts are often too similar to Principles of Marketing texts Sports Marketing strives to depart from that practice by focusing on important conceptual strategic and actionable areas of the sports marketing function Practitioner contributions come from the author team and a high caliber roster of successful sports executives from media marketing and other areas of sports business Industry experts highlights Each chapter features an industry expert Each expert was selected based on his or her knowledge and provided input on chapter content The Insider Expert feature that appears early in each chapter gives biographical information on the chapter s industry contributor Sports examples Throughout the book concepts are reinforced with examples of practices and events from the sports industry A variety of sports properties and companies are used as examples to bring to life definitions and concepts presented Put students analytical skills into play Critical thinking exercises which are found throughout this text require students to consider various situations faced by the sports marketers and sports executives The end of chapter sports marketing cases put students in the role of decision maker enabling students to apply knowledge and key concepts to business situations faced by actual sports brands Expert insights Each chapter concludes with Insider Insights a question and answer feature with the chapter s industry contributor In this feature experts share examples of best practices from their experiences and opinions about trends in sports marketing Preview the chapter s game plan Lead in vignettes Each chapter begins with a vignette related to sports marketing and the content of the chapter The vignette describes a practice or occurrence that illustrates a topic appearing in the chapter setting the stage for more in depth coverage in the chapter Get students ready for the big leagues Career planning Many students take a sports marketing course because they have a serious interest in pursuing a career in sports business In order to help students plan for their

future careers the final chapter contains Information about different career opportunities in sports marketing Steps students can take to position themselves as job candidates Advice on career planning and management from a panel of the book s industry experts *SE, HDBD Sports and Entertainment Marketing* Kaserioelkers,2004

Sports And Entertainment Marketing Syllabus Barren Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Sports And Entertainment Marketing Syllabus Barren**," written by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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Sports And Entertainment Marketing Syllabus Barren Introduction

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