

SPORTS AND ENTERTAINMENT MARKETING

Credits: 0.5

COURSE OVERVIEW AND GOALS

This one-semester course is intended to help you gain an insight into the field of sports, entertainment, and recreation marketing. This course has 16 lessons organized into four units, plus four Unit Activities. Each lesson contains one or more Lesson Activities.

Additionally, there is one Course Activity that you need to work on throughout the duration of the course. This activity is a long-term project spread over the length of the course. The due date for this activity is to be determined by the course instructor.

This course covers fundamental concepts in sports, entertainment, and recreation marketing. It also covers essential skills related to advertising, sponsorship, and marketing campaigns. In addition, the course covers crucial workplace skills, such as teamwork and leadership skills.

You will submit the Unit Activities to your teacher, and you will grade your work on the Lesson Activities by comparing them with the given sample responses. The Unit Activities (submitted to the teacher) and the Lesson Activities (self-checked) are the major components of this course. There are other assessment components, namely the mastery test questions that feature along with the lesson; the pre- and post-test questions that come at the beginning and end of the unit, respectively; and an end-of-semester test. All of these tests are a combination of simple multiple-choice questions and technology-enhanced (TE) questions.

By the end of this course, you will be able to do the following:

- ❖ Evaluate the organizational structure, financial systems, and risk management strategies that support business operations in sports, entertainment, and recreation industries.
- ❖ Evaluate pricing mechanisms and strategies based on economic principles, market conditions, and consumer behavior in SERM contexts.
- ❖ Analyze how marketing functions, consumer segmentation, and positioning strategies drive competitive advantage in sports, entertainment, and recreation markets.
- ❖ Assess the strategic role of advertising, sponsorships, and endorsements in integrated SERM promotional campaigns across multiple media platforms.
- ❖ Assess the impact of leadership competencies, teamwork dynamics, and professional workplace skills on organizational performance in SERM environments.

- ❖ Design and execute comprehensive SERM events or marketing campaigns that integrate strategic planning, resource management, and industry best practices.
- ❖ Formulate sales management strategies and merchandising approaches that optimize product performance across retail and digital channels.
- ❖ Design market research methodologies and apply quantitative forecasting techniques to address seasonal demand and measure SERM campaign effectiveness.

COURSE COMPONENTS AND GRADING RUBRIC

The table gives a breakdown of the weight for each component in the course. Weight represents the percentage of the total score coming from each activity.

Course Components	Count	Weight *
Pretest. <i>A pretest is an optional assessment, typically designed for credit recovery. If a student shows mastery of a lesson objective, the student may be automatically exempted from the upcoming activities associated with the mastered objective. Pretests are not included as a component of the student's final grade.</i>	4	0%
Module. <i>Each module in this course contains an interactive tutorial or study and an associated mastery test. Tutorials and studies combine instruction and practice to prepare students for the mastery test, which is a computer-scored lesson-level summative assessment. The module score comes from a student's score on the mastery test.</i>	16	20%
Discussion. <i>A discussion activity is an opportunity for students to collaborate with their peers. An online threaded discussion mirrors the educational experience of a classroom discussion initiated when a teacher asks a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others allowing for higher-order thinking about terminal objectives.</i>	4	20%
Unit Activity. <i>A Unit Activity is at the end of a unit and constitutes one or more small tasks. Its purpose is to deepen understanding of key unit concepts and tie them together. Each Unit Activity includes a simple rubric. The teacher versions include both a rubric and modeled sample answers. Unit Activities are teacher graded.</i>	4	20%

Course Components	Count	Weight*
Posttest. <i>A posttest appears at the end of each unit.</i>	4	0%
Course Activity. <i>A Course Activity is similar to a Unit Activity in scope but may be found at any point in the course, either to prepare the student for new learning or to act as a performance-based activity required for a learning objective. Like Unit Activities, Course Activities include simple rubrics, and sample answers are available for teachers. Course Activities are teacher graded.</i>	1	20%
End-of-Semester Test. <i>An end-of-semester test (EOS) appears at the end of each course.</i>	1	20%
Total	34	100%

Weight* Teachers may manually adjust these weights if desired, per district grading requirements.

SCOPE AND SEQUENCE

UNIT 1: MARKETING AND OTHER FUNCTIONS

In this unit, you will learn about the structure of a business firm and financial statements. You will also learn about the basics of sports, entertainment, and recreation marketing. Finally, you will explore essential career skills, such as teamwork and time management.

Activity	Activity Objective
Syllabus	Review the Course Syllabus at the beginning of the course.
Business Functions	- Examine the structure of a business firm. - Identify the business processes that the e-commerce industry follows. - Identify types of business risks.

Activity	Activity Objective
Finance and Budgeting	- Identify the role and structure of financial statements. - Identify types of funding sources. - Create balance sheets. - Recognize types of demand.
Marketing Fundamentals	- Examine the scope of various marketing functions and their impact on advertising. - Identify key events in the evolution of advertising.
Teamwork	- Identify the benefits of teamwork, work ethic, and time management skills. - Identify different types of teams. - Identify the qualities of good leaders and the role of teamwork. - Apply time management skills to prepare a schedule for certain activities.
Unit Activity: Marketing and Other Functions	Identify roles and job descriptions in the sports, entertainment, or recreation marketing industries.

UNIT 2: MAPPING MARKETS

In this unit, you will learn the importance of segmentation and positioning in marketing. You will also familiarize yourself with the impact of design and evolution of products and promotions on marketing. Finally, you will understand the importance of quantitative methods in sports, entertainment, and recreation marketing.

Activity	Activity Objective
Segmentation and Positioning	• Identify how consumer segmentation is a key tool for marketing success. • Recognize types of consumer segmentations. • Identify the role of positioning strategies in marketing success. • Identify the role of culture in the field of advertising. • Identify the role of sports and entertainment in the field of marketing.
Product Planning	• Identify the levels and classifications of a product. • Summarize the stages of new product development. • Recognize importance of product line decisions as well as the product mix. • Identify the stages of a product life cycle.
Marketing Intelligence	• Identify different aspects of research in SERM. • Recognize the importance of a marketing information system (MIS). • Summarize methods of forecasting demand.
Unit Activity: Mapping Markets	• Summarize the marketing strategy of a well known sports, entertainment, or recreation company.

UNIT 3: MARKETING COMMUNICATION

In this unit, you will understand how the sports, entertainment, and recreation marketing industry works. You will also learn about the various aspects involved in advertising, sponsorship, and endorsement.

Activity	Activity Objective
Sports, Entertainment and Recreation Marketing (SERM) Fundamentals	• Identify the SERM tactic of ambush marketing and explain its impact on a SERM promotional campaign. • Examine various steps that SER marketers take to address the seasonal demand for a specific sport or recreational activity. • Recognize the scope and working of the SER industry.
Advertising Operations	• Identify the various steps involved in advertising planning, the emerging trends in advertising, and the effects of technology on advertising.
Sponsorship and Endorsements	• Recognize why SERM companies are attracted to sponsorship opportunities and are willing to invest such large sums of money to be associated with specific teams or events. • Compare sponsorship and endorsement. • Identify the role of the FTC in regulating endorsements. • Identify the top 5 celebrity endorsement deals, the top 5 athlete endorsement deals, and why companies are willing to pay so much money for these marketing relationships. • Identify how social media is changing the world of sponsorship and endorsements.
Integrated Marketing Campaigns	• Identify how integrated SERM campaigns are formulated and tracked across media. • Examine the concept of direct response marketing (DRM). • Recognize the importance of the promotional mix in conjunction with marketing objectives. • Examine the concept and techniques of visual merchandising and their role in advertising. • Identify methods of testing advertising effectiveness.

Activity	Activity Objective
Unit Activity: Marketing Communication	Identify the advantages and disadvantages for the team and the company that purchased the naming rights for a stadium or arena naming deal.

UNIT 4: MAKING THE SALE

In this unit, you will learn about the right selling skills in the field of sports, entertainment, and recreation marketing. You will also learn about the economic theories and pricing mechanism in sports, entertainment, and recreation marketing. Finally, you will learn about leadership skills.

Activity	Activity Objective
Selling Skills	- Examine the concept of sales management by objectives. - Identify the role and use of merchandising. - Identify career opportunities in the field of media selling.
Foundation Economics	- Examine how economic theory affects sports, entertainment, and recreation marketing. - Calculate pricing based on demand and supply. - Define the law of diminishing marginal utility. - Recognize the role and importance of public services in the United States.
Pricing	- Examine the working of pricing mechanisms and their relevance to SERM. - Identify how marketers handle pricing mechanisms during certain economic conditions.

Activity	Activity Objective
Organizational Buying	• Identify the stages of organizational buying. • Identify the role of advertising in the organizational buying process. • Recognize the importance of e-procurement and business procedures and forms.
Leadership Skills	• Recognize the importance of leadership and result orientation. • Identify ways in which leaders can measure their team's performance. • List the various expectations that employers have from their employees. • Identify the role of various regulatory organizations in the advertising industry.
Unit Activity: Making the Sale	• Summarize how to increase the sales of a product in a retail and online store.
Course Activity: Extra Innings Project	• Prepare a three-day regional conference for high school softball coaches.

COURSE MAP

You will achieve course level objectives by completing each lesson's instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the [course map](#).