



**Ephrata High School**  
**Course Syllabus**  
**Sports & Entertainment Marketing**  
**5172**



### *I. Course Description*

Sports & Entertainment Marketing (SEM) provides a solid knowledge base in the areas of marketing foundations, economics, sponsorship, public relations, sales, advertising, licensing, and other industry-related topics. Students in this class will gain insight into the skills required to be successful in the highly competitive world of sports & entertainment marketing. They will be able to understand the marketing tools used in the industry, conduct marketing research, design promotional strategies for sports and entertainment events, and have an opportunity to discover the numerous career opportunities available to them.

### *II. Materials & Equipment*

Textbook: Sports & Entertainment Marketing (South-Western Publishing Co. 2005)

### *III. Course Goals & Objectives*

**Students will be able to:**

- Evaluate the sports and entertainment industry as a valuable segment of the economy.
- Analyze the components of the sports and entertainment industry.
- Recognize the importance of marketing to the sports and entertainment industry.
- Analyze growth and trends of sports and entertainment as an industry in local, state, national and international areas.
- Determine the career opportunities available in the sports and entertainment industry.
- Evaluates the need(s) for a sports and entertainment product or service based on economic trends (local, state, etc.).
- Analyzes demographic and geographic information within a population.
- Compares target markets in various sports and entertainment fields.

### *IV. Course Topics (Summary Outline)*

- Marketing College and Amateur Sports
- Marketing Professional Sports
- Agents, Managers and Ethics
- Marketing Products and Services Through Sports
- Sponsorship
- Promotion
- Endorsements
- Public Images
- Public Relations
- Publishing and Speaking Engagements
- Sports Marketing
- Marketing Firms
- The Global Market
- Careers In Sports Marketing
- The Entertainment Industry
- Entertainment Marketing Careers
- Recreation Marketing
- Recreational Sports
- Travel and Tourism
- Resorts and Theme Parks
- Recreation Marketing Careers
- Promotion
- Marketing Research

### *V. Assignments & Grading*

Grades will be determined by projects, quizzes/tests, oral presentations, and participation. High school grading system and scale will be used to determine letter grades based on a scale of 100.