

# Blackhawk School District

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## CURRICULUM

**Course Title:** Sports and Entertainment Marketing  
**Course Number:**  
**Grade Level(s):** 10 – 12  
**Length of Period:** 42 minutes  
**Length of Course:** 1 semester  
**Faculty Author(s):** Kimberly Boggs  
**Credits:** .5  
**Date:** 01/19/09; Revised May '09

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**COURSE DESCRIPTION:** The Sports & Entertainment Marketing Course has been developed to enable students to explore the rapidly growing industry of Sports and Entertainment Marketing. The course will address the marketing of different venues but will focus on the sporting industry. The course will build presentation skills, marketing competencies, and confidence through real world applications aimed at preparing students to handle specific tasks associated with the industries. Job shadowing may be provided for senior portfolio opportunities along with field trips and speakers from places such as Universities and local sports and entertainment professionals. The course is designed to provide students with a solid business foundation as well as knowledge of the unique facets of the Sports & Entertainment Marketing Industries.

<b>PA Standard</b>	<b>Description</b>
<b>3.6.12B</b>	<b>Analyze knowledge of information technologies of processes encoding, transmitting, receiving, storing, retrieving and decoding</b>
<b>3.7.12 C</b>	<b>Evaluate computer operations and concepts as to their effectiveness to solve specific problems.</b> <ul style="list-style-type: none"><li>• Describe and demonstrate atypical software installation.</li><li>• Analyze and solve hardware and advanced software problems.</li><li>• Assess and apply multiple input and output devices to solve specific problems.</li></ul>
<b>3.7.12 D</b>	<b>Evaluate the effectiveness of computer software to solve specific problems.</b> <ul style="list-style-type: none"><li>• Evaluate the effectiveness of software to produce an output and demonstrate the process.</li><li>• Design and apply advanced multimedia techniques.</li><li>• Analyze, select and apply the appropriate software to solve complex problems.</li><li>• Evaluate the effectiveness of the computer as a presentation tool.</li><li>• Analyze the legal responsibilities of computer users.</li></ul>

<b>3.7.12 E</b>	<p><b>Assess the effectiveness of computer communications systems.</b></p> <ul style="list-style-type: none"> <li>• <b>Assess the effectiveness of a computer based communications system.</b></li> <li>• <b>Transfer files among different computer platforms.</b></li> <li>• <b>Analyze the effectiveness of online information resources to meet the needs for collaboration, research, publications, communications and productivity.</b></li> <li>• <b>Apply knowledge of protocol standards to solve connectivity problems.</b></li> </ul>
<b>3.8.12 C</b>	<p><b>Evaluate the consequences and impacts of scientific and technological solutions.</b></p> <ul style="list-style-type: none"> <li>• <b>Evaluate and describe potential impacts from emerging technologies and the consequences of not keeping abreast of technological advancements (e.g., assessment alternatives, risks, benefits, costs, economic impacts, constraints).</b></li> </ul>
<b>1.1.11 F</b>	<b>Understand the meaning of and apply key vocabulary across the various subject areas.</b>
<b>1.2.11 A</b>	<b>Read and understand essential content of information texts and documents in all academic areas.</b>

<b>Class Resources</b>	
Sports and Entertainment Marketing 3e Kaser & Oelkers Thomson South-Western Annotated Instructor's Edition	
Sports and Entertainment Marketing 3e Kaser & Oelkers Thomson South-Western Student Edition	
Sports and Entertainment Marketing 3e Kaser & Oelkers Instructor's Resource CD	
Sports and Entertainment Marketing 3e Kaser & Oelkers ExamView CD	

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>What is Sports &amp; Entertainment Marketing?</b> <ul style="list-style-type: none"> <li>• <b>Marketing Basics</b></li> <li>• <b>Sports Marketing</b></li> <li>• <b>Entertainment Marketing</b></li> </ul>	<b>3 Days</b>	

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>Sports &amp; Entertainment Means Business</b> <ul style="list-style-type: none"> <li>• <b>Sports and Entertainment Economics</b></li> <li>• <b>Risk Management</b></li> <li>• <b>Business Ethics</b></li> <li>• <b>Financial Analysis</b></li> </ul>	<b>5 Days</b>	

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>The Wide World of Sports and Entertainment</b>	<b>5 Days</b>	
<ul style="list-style-type: none"> <li>• Industry Segments</li> <li>• Special Marketing Tools</li> <li>• Destinations: Travel and Tourism</li> <li>• Worldwide Sports and Entertainment Events</li> </ul>		

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>Hit a Home Run with Customers</b>	<b>5 Days</b>	
<ul style="list-style-type: none"> <li>• The Marketing Concept</li> <li>• Discover What People Want</li> <li>• Target Markets</li> <li>• Customer Service</li> </ul>		

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>Marketing-Information Management</b>	<b>5 Days</b>	
<ul style="list-style-type: none"> <li>• The Need for Speedy Information</li> <li>• The Marketing Research Process</li> <li>• Managing the Information</li> </ul>		

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>The Marketing Game Plan</b>	<b>5 Days</b>	
<ul style="list-style-type: none"> <li>• The Game Plan</li> <li>• Entertainment and Sports Strategies</li> <li>• Mapping the Plan</li> </ul>		

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>The Product Is Sports &amp; Entertainment</b>	<b>5 Days</b>	
<ul style="list-style-type: none"> <li>• The Product Mix</li> <li>• Recruiting Athletes and Entertainers</li> <li>• Customized Entertainment</li> <li>• Product Marketing Strategies</li> </ul>		

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>Choose the Channel</b>	<b>5 Days</b>	
<ul style="list-style-type: none"> <li>• Global Channels of Distribution</li> <li>• Sports Distribution</li> <li>• Entertainment Distribution</li> <li>• Technology and Distribution Media</li> </ul>		

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>The Economics of Supply &amp; Demand</b>	<b>5 Days</b>	
<ul style="list-style-type: none"> <li>• Supply and Demand</li> <li>• Pricing Strategies</li> <li>• Market Conditions</li> </ul>		

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>Sports &amp; Entertainment Promotion</b>	<b>10 Days</b>	
<ul style="list-style-type: none"> <li>• Promoting Sports and Entertainment</li> <li>• Advertising and Placement</li> <li>• Publicity and Sales Promotions</li> </ul>		

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>Promotional Planning</b>	<b>7 Days</b>	
<ul style="list-style-type: none"> <li>• Promotional Plans</li> <li>• Sponsorships and Endorsements</li> <li>• Promotional Events</li> </ul>		

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>Selling Sports and Entertainment</b>	<b>5 Days</b>	
<ul style="list-style-type: none"> <li>• The Sales Process</li> <li>• Ticket Sales</li> <li>• Group and Corporate Sales</li> </ul>		

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>Sports &amp; Entertainment Legal Issues</b>	<b>5 Days</b>	
<ul style="list-style-type: none"> <li>• Laws</li> <li>• Labor Unions</li> <li>• Agents and Contracts</li> </ul>		

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>Creating, Owning, and Operating a Business</b>	<b>5 Days</b>	
<ul style="list-style-type: none"> <li>• Entrepreneurship and Business Ownership</li> <li>• Managing Human Resources</li> <li>• Safety and Security</li> </ul>		

<b>Course Topic</b>	<b>Proposed Time</b>	<b>Topic Reflection</b>
<b>Scoring A Career</b>	<b>5 Days</b>	
<ul style="list-style-type: none"> <li>• Choosing and Preparing for a Career</li> <li>• Student Professional Organizations</li> <li>• Continued Professional Development</li> </ul>		