

CFISD Sports and Entertainment Marketing

Scope and Sequence

Course Description:

Sports and Entertainment Marketing allows students to apply marketing principles and processes to the sports and entertainment industry. Students will investigate sponsorships, promotion/public relations, merchandising, advertising, sales, and events through case studies and simulations. Behind the superstars are those who have mastered the craft of developing the true connections with consumers needed to build that passion. (1/2 credit)

- Grades 10 – 12
- Recommended prerequisite: Principles of Business, Marketing, and Finance
- Lab Supplies or fee may be required

TEKS

Cluster: Marketing

Endorsement: Business & Industry

- Meets advanced course requirement (Y/N): N
- Meets foundation requirement for math, science, fine arts, English, LOTE (Y/N-area): N

Industry Certification/Credentials: n/a

Instructional Units	Pacing
<p>1 Semester Course</p> <p>Introduction and Expectations</p> <p>Chapter 1-What is Sports Entertainment Marketing</p> <ul style="list-style-type: none"> • Marketing Basics • Sports Marketing • Entertainment Marketing <p>Chapter 2-Putting The Customer First</p> <ul style="list-style-type: none"> • The Marketing Concept • Discover What People Want • Target Markets <p>Chapter 3-Sports and Entertainment Means Business</p> <ul style="list-style-type: none"> • Sports and Entertainment Economics • Financial Analysis (Balance Sheets & Income Statements only) • Risk Management • Business Ethics <p>Chapter 4- The Wide World of Sports and Entertainment</p> <ul style="list-style-type: none"> • Worldwide Sports and Entertainment Events • Global Sports and Entertainment Trends • Diversity in the Sports and Entertainment Industry • Destinations: Travel and Tourism <p>Chapter 5- Marketing Information Management</p> <ul style="list-style-type: none"> • Marketing-Information Systems 	<p>1st grading pd</p>

<ul style="list-style-type: none">• The Marketing Research Process• Turning Information Into Action <p>Chapter 6- The Product is Sports and Entertainment</p> <ul style="list-style-type: none">• The Product Mix• People Are the Product• Product Marketing Strategies <p>Chapter 7- Managing The Channels</p> <ul style="list-style-type: none">• Channels of Distribution• Social Media and Technology Channel Management• Entertainment Distribution• Sports Distribution <p>Chapter 8- The Economics of Supply and Demand</p> <ul style="list-style-type: none">• Pricing Strategies <p>Chapter 9- Sports and Entertainment Promotion</p> <ul style="list-style-type: none">• Promoting Sports and Entertainment• Advertising and Sales Promotion• Publicity and Personal Selling <p>Chapter 10- Promotion Planning</p> <ul style="list-style-type: none">• Promotional Events and the Event Triangle• Sponsorship and Endorsements• Promotional Plans <p>Chapter 11- Selling Sports and Entertainment</p> <ul style="list-style-type: none">• The Sales Process• Ticket Sales• Group and Corporate Sales <p>Chapter 12- The Marketing Game Plan</p> <p>Chapter 13- Legal Issues</p> <ul style="list-style-type: none">• Contracts (only) <p>Chapter 14- Business Ownership and Leadership</p> <ul style="list-style-type: none">• Entrepreneurship• Workplace Skills <p>Chapter 15- Scoring a Career</p> <p>Choosing and Preparing for a Career</p>	2 nd grading pd
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Primary Instructional Materials:

Sports and Entertainment Marketing ISBN-9781305993211. Publisher, Cengage Learning