

Course Objectives

What is Sports & Entertainment Marketing (Weeks 1-2)

Students will be able to:

- Identify the seven functions of Marketing
- Define Sports and Entertainment Marketing
- Describe the importance of target markets and disposable income
- Create a Logo
- Provide visual examples of Sports and Entertainment Marketing
- Understand the importance of ratings
- Define Recreational Marketing

College and Amateur Sports (Weeks 3-4)

Students will be able to:

- Describe the importance of College Rankings
- Understand Title IX and its importance for women's college sports
- Understand NCAA Division I, II, and III
- Understand sponsorships and licensing
- Describe the economic benefits of having a local sports team
- Understand the costs of sponsorships within college bowl games
- Analyze non-traditional sports
- Demonstrate Marketing knowledge via project

Course Description

This highly engaging one-semester class will emphasize marketing principles through exposure to professional sports teams, entertainment businesses, and high-tech companies. Students will have the opportunity to hear speakers in professional sports, entertainment, and technology industries. In addition, students will have the opportunity to take field trips to observe various careers available in marketing. Areas of study will include the 4 p's of marketing (promotion, pricing, product development, and place/distribution), case studies, market plan development, and careers in marketing.

At the end of the course students will understand the following:

1. Basic Marketing concepts
2. Career opportunities in Marketing
3. The value of internships
4. Importance of Marketing both in the Sports and Entertainment industries

Lake Zurich Business Education

Curriculum Brochure

Sports and Entertainment Marketing



Mr. Darren Rothermel



Phone: 847-540-4665

Voice Mail: 847-540-4301

Email: darren.rothermel@lz95.org

Sports & Entertainment Marketing

Professional Sports (Weeks 5-6)

Students will be able to:

- Identify the differences between amateur and professional sports
- Identify the needs of professional teams within a community
- Understand what an agent, handler, and advisor does

Marketing Products and Services Through Sports (Weeks 6-7)

Students will be able to:

- Demonstrate Marketing concepts via projects
- Understand the power of emotions and sports
- Understand reasons for sponsorships
- Be able to define niche marketing and affinity sports
- Understand the importance of advertising
- Demonstrate knowledge of endorsements
- Demonstrate Marketing concepts via projects

Public Images/Advancing the Cause (Weeks 7-8)

Students will be able to:

- Understand the importance of a positive image
- Define the terms charity, community service, foundation
- Research fan clubs via the internet
- Define licensing and royalties and describe the importance of each
- Explain the importance of motivational speakers
- Explain the importance of sports camps and clinics

Careers in Sports Marketing (Weeks 9-11)

Students will be able to:

- Identify career opportunities in sports
- Reveal the importance of internships during high school or college
- Attend a field trip where career opportunities are discussed
- Hear guest speakers discuss career opportunities
- Identify colleges or universities with Sports Marketing degree programs
- Identify skills needed for Marketing Careers

Entertainment Industry/Marketing Entertainment and Recreation Marketing (Weeks 12-18)

Students will be able to:

- Define Entertainment Marketing
- Identify the numerous forms of Entertainment
- Utilize the internet for projects and Entertainment research
- Understand the importance of movie trailers
- Understand Digital Music Marketing and Music Piracy
- Understanding Marketing in the global environment
- Understand and identify the importance of Marketing within the Tourism Industry
- Create projects related to Entertainment Marketing
- Define Recreational Marketing
- Define and Identify the Legal Issues Related to Marketing
- Understand the opportunities for careers in Entertainment Marketing
- Create projects related to the Entertainment Industry
- Utilize technology to identify current trends in Marketing