

Syllabus

Sports and Entertainment Marketing

Course Overview

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 Activity documents 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.

Course Goals

This course will help you meet the following goals:

- Describe the scope and working of the sports, entertainment, and recreation industry.
- Explore the scope of various marketing functions and its effect on sports, entertainment, and recreation marketing.
- Explain the effects of workplace skills such as time management, teamwork, work ethics, leadership, and result orientation.
- Discuss the importance of segmentation and positioning for the success of sports, entertainment, and recreation marketing.
- Explain the importance of marketing research and quantitative methods in sports, entertainment, and recreation marketing.
- Discuss the role of advertising, endorsement, and sponsorships in sports, entertainment, and recreation.

- Discuss the processes of sales and organizational purchases in sports, entertainment, and recreation industry.

Prerequisite Skills

Sports and Entertainment Marketing has the following prerequisites:

- basic math knowledge
- ability to visualize and apply creativity and innovation
- familiarity with the writing process and following guidelines

General Skills

To participate in this course, you should be able to do the following:

- Perform basic operations on a computer.
- Perform online research using various search engines and library databases.
- Communicate through email and participate in discussion boards.

For a complete list of the general skills required for participation in online courses, refer to the Prerequisites section of the Plato Student Orientation document, found at the beginning of this course.

Credit Value

Sports and Entertainment Marketing is a 0.5-credit course.

Course Materials

- notebook
- computer with an Internet connection and speakers or headphones
- Microsoft Word or equivalent

Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course instructor may modify the schedule to meet the specific needs of your class.

Unit 1: Marketing and Other Functions

Summary

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.

Day	Activity/Objective	Type
1 day: 1	Syllabus and Plato Student Orientation <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
4 days: 2–5	Business Functions <i>Explain the structure of a business firm.</i>	Lesson
4 days: 6–9	Finance and Budgeting <i>Explain the role and structure of financial statements.</i>	Lesson
4 days: 10–13	Marketing Fundamentals <i>Discuss the scope of various marketing functions and their impact on sports, entertainment, and recreation marketing.</i>	Lesson
3 days: 14–16	Teamwork <i>Discuss the benefits of teamwork, work ethic, and time management skills.</i>	Lesson
1 day: 17	Space Jumble	Game
4 days: 18–21	Unit Activity/Threaded Discussion—Unit 1	Unit Activity
1 day: 22	Post-test—Unit 1	Assessment

Unit 2: Mapping Markets

Summary

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.

Day	Activity/Objective	Type
4 days: 23–26	Segmentation and Positioning <i>Explain how segmentation and positioning are key tools for sports, entertainment, and recreation marketing success.</i>	Lesson
4 days: 27–30	Product Planning <i>Explain the design and evolution of products and promotions and their impact on sports, entertainment, and recreation marketing.</i>	Lesson
4 days: 31–34	Marketing Intelligence <i>Discuss the importance of marketing research and quantitative methods in SERM.</i>	Lesson
1 day: 35	Space Jumble	Game
4 days: 36–39	Unit Activity/Threaded Discussion—Unit 2	Unit Activity
1 day: 40	Post-test—Unit 2	Assessment

Unit 3: Marketing Communication

Summary

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.

Day	Activity/Objective	Type
4 days: 41–44	Sports, Entertainment and Recreation Marketing (SERM) Fundamentals <i>Describe the scope and working of the SER industry.</i>	Lesson
4 days: 45–48	Advertising Operations <i>Describe how SERM advertising campaigns are created and tracked across various media.</i>	Lesson
4 days: 49–52	Sponsorship and Endorsements <i>Explain sponsorships and endorsements as they relate to the SER industries.</i>	Lesson
4 days: 53–56	Integrated Marketing Campaigns <i>Explain the process by which integrated SERM campaigns are formulated and tracked across media.</i>	Lesson
1 day: 57	Para Jumble	Game
4 days: 58-61	Unit Activity/Threaded Discussion—Unit 3	Unit Activity
1 day: 62	Post-test—Unit 3	Assessment

Unit 4: Making the Sale

Summary

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.

Day	Activity/Objective	Type
4 days: 63–66	Selling Skills <i>Describe the process of selling in sports, entertainment, and recreation marketing.</i>	Lesson
4 days: 67–70	Foundation Economics <i>Explain how economic theory affects sports, entertainment, and recreation marketing.</i>	Lesson
4 days: 71–74	Pricing <i>Describe the working of pricing mechanisms and their relevance to sports, entertainment, and recreation marketing.</i>	Lesson
4 days: 75–78	Organizational Buying <i>Explain how SER organizations buy.</i>	Lesson
4 days: 79–82	Leadership Skills <i>Discuss the importance of leadership and result orientation.</i>	Lesson
1 day: 83	Para Jumble	Game
4 days: 84–87	Unit Activity/Threaded Discussion—Unit 4	Unit Activity
Extend ed Project	Extra Innings Project	Course Activity
1 day: 88	Post-test—Unit 4	Assessment
1 day: 89	Semester Review	
1 day: 90	End-of-Semester Test	Assessment