**SPORTS MANAGEMENT**

# COURSE SYLLABUS

**2021-2022**

**TEACHER:** MR. BLANK **dave.blank@isd640.org**

**TEXT(S):** Sports and Entertainment Management – Kaser & Brooks

Sports and Entertainment Marketing (4th edition) – Kaser & Oelkers

**COURSE DESCRIPTION:**

The sports and entertainment industry is one of the most exciting and fastest growing industries in the United States. Career opportunities range from event promoters and sports agents to marketing representatives and general managers. Students will learn about this industry when they take Sports & Entertainment Marketing & Management. This course provides a unique experience by providing students an opportunity to learn by examining many valuable resources available within the Twin Cities metropolitan area. Among other things, students will invent and market their own sport, plan their favorite musical group’s concert tour across the U.S or help prepare an NBA franchise for the upcoming draft, and create a plan for a new sports franchise. Public policy issues will also be studied (ex. Title IX, financing of stadiums and theaters). The course will provide students the opportunity to explore their own interests.

**At the end of the semester students should:**

 Understand the key concepts and theories of marketing and management to understand how to profit from and through sports.

 Develop the ability to identify applications of these concepts and theories and to apply them in developing viable sports marketing strategies.

**You Will Learn from the Course:**

1. The unique characteristics of sports industry and sports marketing.

2. The parties involved in sports marketing activities (franchises, players, agents, governments, consumers, merchandisers, etc.).

3. Sport as a product:

1) Sports consumer behavior

2) Sports marketing research

3) Sports marketing mix (product, price, promotion, and place) and strategy formulation

4. Sport as a medium:

1) The role of sports in non-sport related marketing activities

2) Firm’s decision making process for sponsorship

3) Sport’s sponsorship initiation and management processes

4) Evaluation of the effectiveness of sports as a marketing communication vehicle

5. Current trends in sports marketing.

6. Other topics relating to sports:

1) Title IX

2) Collective Bargaining

3) Impact of sport on today’s society and hot issues.

**GRADING:**

Grading will be based on:

Completion of Daily Assignments

Tests & Quizzes

Class Participation

School Projects

+ Game Day Set-up

+ Assisting the athletic director with various projects

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**Course Description in Registration Guide**

**SPORTS MANAGEMENT**

Grades 10-12 1 Semester

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