



Course Description

Have you ever wished to play sports professionally? Have you dreamed of one day becoming an agent for a celebrity entertainer? If you answered yes to either question, then believe it or not, you've been fantasizing about entering the exciting world of sports and entertainment marketing. Although this particular form of marketing bears some resemblance to traditional marketing, there are many differences as well—including a lot more glitz and glamour! In this course, you'll have the opportunity to explore basic marketing principles and delve deeper into the multi-billion dollar sports and entertainment marketing industry. You'll learn about how professional athletes, sports teams, and well known entertainers are marketed as commodities and how some of them become billionaires as a result. If you've ever wondered about how things work behind the scenes of a major sporting event such as the Super Bowl or even entertained the idea of playing a role in such an event, then this course will introduce you to the fundamentals of such a career.

This is a 1 semester course consisting of 10 units. Upon successful completion students will receive 0.5 credit towards high school graduation.

Course Overview

- Basic Principles of Marketing
- Introduction to Sports and Entertainment Marketing
- Principles of Effective Sports and Entertainment Marketing in the 21st Century
- Diversity & Demographics
- Event Marketing
- Product Marketing
- Sponsorships and Endorsements
- Finances
- Careers in Sports and Entertainment Marketing
- Societal & Cultural Influences

Required Course Materials

Please access the list of course materials from the OC Online book ordering system and order your materials as soon as possible. Oftentimes, course materials are on back order and you may experience a delay in receiving them, causing students to fall behind in their online coursework. When ordering used or rented materials, be careful that online access codes are also current.

Methods of Evaluation

Students will demonstrate mastery through the following formative and summative assessments:

- 40% Assignments
- 10% Participation (Discussion Posts, Synchronous Sessions)
- 10% Quizzes
- 25% Final Exam
- 15% Midterm