

SPORTS MARKETING

Course Description:

This semester course is designed for students with an interest in pursuing a career in the sports or entertainment marketing industry. Students will learn advanced promotional concepts and will also focus on solving public relations and profitability problems in the industry. Units include stadium design and financing, licensing, endorsements, intellectual property rights, the music industry, the movie industry, the video game industry, sponsorship, and ethics/public relations. Students will have the opportunity to participate in DECA and the school store.

As evidenced based on classroom assessments, the student is able to:

- SM.1.1 Explain the function of marketing related to other business functions
- SM.2.1 Analyze the marketing environment in which promotions take place
- SM.3.1 Apply the tools of brand promotion
- SM.4.1 Implement a promotional budget
- SM.5.1 Measure the effectiveness of brand promotions
- SM.6.1 Create and present a promotional plan
- SM.7.1 Examine the role of project management.
- SM.8.1 Develop a project proposal
- SM.9.1 Develop the sequence of project activities
- SM.10.1 Determine a course of action based upon variations of project
- SM.11.1 Prepare a budget for allocation of resources.
- SM.12.1 Examine personnel needs for successful project teams

West Salem High School is a Target-Based Grading and Reporting School. The learning targets above appear in the Skyward gradebook. Teachers provide feedback on each learning target to parents and students via the Skyward gradebook using a score of 3 (Proficient), 2 (Approaching), 1 (Needs Support), or 0 (No Evidence).