



**TRINITY VALLEY COMMUNITY COLLEGE
ADMINISTRATIVE-MASTER SYLLABUS**

Course Title:

Special Topics-Sports & Entertainment Marketing

Course Prefix and Number:

BMGT 1394

Department – Division:

Business and Computer Science Division

Course Type – select from one of the following categories.

- **Academic General Education Course** (from ACGM – but not in TVCC Core)
- **Academic TVCC Core Course**
- **WECM Courses**

Semester Credit Hours: Lecture Hours: Lab/other hours

| Semester Credit Hours | Lecture Hours | Lab/Other* Hours |
|-----------------------|---------------|------------------|
| 3 | 3 | 0 |

Other hours include practicum, clinical or other types of non-lecture instruction. *If other, please specify: _____

Course Catalog Description

As an introduction to marketing, studies are made to relate the principles of marketing to sports and entertainment situations. This course will provide you with an interesting journey through the world of marketing in sports and entertainment.

Prerequisites/co requisites

None

Topical Outline

- 1. What is Sports and Entertainment Marketing?**
- 2. Sports and Entertainment Means Business**
- 3. Industry Segments and Sports and Entertainment Events**
- 4. The Marketing Concept, Target Markets and Customer Service**
- 5. Marketing-Information Management**
- 6. The Marketing Game Plan**
- 7. The Product is Sports and Entertainment**
- 8. Channels of Distribution**
- 9. The Economics of Supply and Demand**
- 10. Sports and Entertainment Promotion**
- 11. Promotional Planning**
- 12. Legal Issues**
- 13. Creating, Owning, and Operating a Business**
- 14. Scoring a Career**

Course Learning Outcomes

Upon completion of the course, the students will:

- 1. Have an understanding of the basic functions of marketing and how those functions are applied to sports and entertainment.**
- 2. Understand the winning strategies used by successful sports and entertainment marketing firms.**
- 3. Be able to examine the new technological advances in marketing and the endless opportunities available through the Internet.**
- 4. Understand various marketing strategies for products, distribution, promotion and pricing.**
- 5. Explain the role of travel and tourism in sports and entertainment and discuss the roles of resorts and theme parks.**
- 6. Discuss how laws impact sports and entertainment marketing and Explain copyright law.**
- 7. Define entrepreneur and describes characteristics of successful entrepreneurs.**
- 8. Describe the key elements of a business plan.**
- 9. Describe careers available in sports and entertainment marketing.**

Relationship to General Education Outcomes – In addition to the core competencies, Trinity Valley Community College has established ten general education goals which specify knowledge and skills that students should gain from completing courses in the various component areas of the core curriculum. Information regarding curriculum and assessment as a means for the improvement of student learning through the general education component. (Select all that apply.)

| Mark with an "X" | General Education Outcome |
|------------------|---|
| | A. To communicate clearly and effectively in both oral and written English. |
| | B. To improve reading skills focused on comprehending, analyzing, interpreting, and evaluating printed materials. |
| | C. To understand mathematical information and utilize mathematical skills. |
| | D. To demonstrate qualitative and quantitative critical thinking skills. |
| X | E. To understand and appreciate cultural and ethnic diversity. |
| | F. To utilize computer based technology in accessing information, solving problems, and communicating. |
| | G. To recognize and evaluate artistic achievements in the visual and performing arts. |
| | H. To improve basic understanding of political, economic, and social systems. |
| | I. To demonstrate knowledge of the physical universe and living systems. |
| X | J. To develop skills and strategies to become an engaged learner. |

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| Required Text(s) |
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Sports and Entertainment Marketing, 3rd Edition by Kaser, Kenneth and Oelkers; Thomson South-Western Publishing, 2008.

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| Optional Text(s) |
|-------------------------|

none

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|---|
| Material/Technology to be supplied by the student. |
|---|

Internet tools will be utilized in the completion of this course.

Course Requirements/Grading System – describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course; not intended to restrict the individual nature by which each faculty member who teaches the course determines course requirements and final student performance, but should offer consistency within reason for all sections taught for those departments without a standardized format.

METHODS OF INSTRUCTION: Instruction will be by lecture/computer application/demonstration/discussion, with emphasis on student- teacher interaction.

METHODS OF EVALUATION: The evaluation process will consist of five major tests including a final examination and presentation, textbook assignments, attendance, and class participation.

Approvals – the contents of this document have been reviewed and are found to be accurate.

| | | |
|-----------------|-----------|------|
| Prepared by | Signature | Date |
| Department Head | Signature | Date |
| Division Chair | Signature | Date |
| Vice President | Signature | Date |