



New York Mills High School

Curriculum Document

Curriculum Area: **Business Education**

Course Name: **Sports Marketing**

Common Course Catalog Number: **12163**

Length of Course: **One Semester**

Pre-Requisite: **None**

Grade Level: **9-12**

Course Description:

This course will help students develop a thorough understanding of the marketing concepts and theories that apply to sports industry and sporting events. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and sports marketing plans.

Students will explore research and learn the use of sports to market products and capitalize on the popularity of sports. We will focus on the value of sports marketing, its demographics and gross impression to design our very own portfolio. A wide range of software and equipment will be used. Students will produce an electronic portfolio reflecting on a sports team of their choice, using marketing techniques, advertising and design tools.

Essential Learner Outcomes:

- * Students will be able to identify marketing and advertising techniques.
- * Describe the role of marketing in sports business entities and the use of sports in more traditional marketing efforts.
- * Explain the five basic sports marketing concepts and how they are applied.
- * Utilize the five basic concepts in an actual sports marketing effort.
- * Make strategic sports marketing decisions appropriate to various situations.
- * Describe the scope and nature of various career opportunities in the sports marketing industry.

Units of Study:

- Unit 1 – What is Sports Marketing?
 - Understand marketing basics, vocabulary, business ethics, sports economics and risk management.
- Unit 2 – The Wide World of Sports
 - Study industry segments, special marketing tools, worldwide sports events, advertising concepts, target markets, and audience.
- Unit 3 – Marketing Information Management

- Use sports strategies, planning tools, recruiting athletes, product marketing strategies.
- Unit 4 – Sports Promotion
 - Research legal sports marketing decisions, promotional planning and events, sales and publicity, corporate sales, and placement of advertising.
- Unit 5 – Electronic Portfolio
 - Develop your very own sports team. Research and design the logo/slogan, roster, team letterhead, press release, advertisement strategies, schedule, revenue, business card, etc.