Sports and Entertainment Marketing Syllabus

Course Name: Sports and Entertainment Marketing

Instructor: Noel Taylor

Course Description:

This course provides an overview of the sports and entertainment industry, focusing on the role of marketing in the industry. Topics include the history of sports and entertainment marketing, the role of marketing in sports organizations, and current trends in the industry.

Course Objectives:

1. Understand the role of marketing in sports and entertainment organizations.
2. Learn about marketing strategies used in the sports and entertainment industry.
3. Develop critical thinking skills in analyzing marketing strategies.
4. Gain practical experience in marketing through group projects and case studies.

Course Assessment:

The course assessment includes participation, projects, and exams. Students will be evaluated on their ability to apply marketing strategies in real-world scenarios.

Textbook:

"Sports and Entertainment Marketing" by John Smith and Jane Doe

Course Syllabus:

Chapter 1: Introduction to Sports and Entertainment Marketing

Chapter 2: Marketing Strategies in Sports and Entertainment

Chapter 3: Marketing Case Studies

Chapter 4: Marketing Research and Analysis

Chapter 5: Marketing Communication

Chapter 6: Marketing Ethics and Law

Chapter 7: Future Trends in Sports and Entertainment Marketing

Additional Resources:

- Online course materials
- Access to a digital library

Weekly Activities:

- Video discussions
- Group projects
- Case studies

Course Requirements:

- Weekly participation in class discussions
- Completion of all assignments
- Participation in group projects

Important Notice:

- No make-up assignments will be accepted.
- Late submissions will be penalized.

Course Instructors:

- Noel Taylor
- John Smith

Office Hours:

- Monday 10am-12pm
- Wednesday 2pm-4pm

Contact Information:

- Email: n.taylor@starvalley.edu
- Phone: 555-5555

Additional Information:

- The course is designed to be interactive and collaborative.
- Students are encouraged to bring their own experiences and perspectives to the class.
- All materials are available online.

The course is open to students interested in careers in sports and entertainment marketing. Students will learn how to apply marketing strategies in the industry and gain practical experience through hands-on exercises.

References:

- "The Business of Sports and Entertainment" by Sarah Johnson
- "Marketing in the Sports and Entertainment Industry" by Mary White

Further Reading:

- "Marketing in the Digital Age" by John Doe
- "Sports and Entertainment Marketing" by Jane Smith