

EWHS Course Scope & Sequence

Course Title	Sports & Entertainment Marketing				
Course Overview	<p>This course introduces students to the principles of marketing within the sports and entertainment industries. Students explore foundational marketing concepts, the marketing mix, and the economic impact of sports and entertainment, while examining legal issues, ethics, and risk management within these fields. The course also focuses on information management, product marketing, distribution, supply and demand, and promotional strategies, helping students understand how organizations market sports and entertainment products and services to targeted audiences. Through case studies, projects, and applied activities, students connect marketing concepts to real-world industry practices.</p>				
Unit Component	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5
Title	Fundamentals to Sports and Entertainment Marketing	Wide World of sports & Entertainment	Information Management and Product Marketing	Channels of Distribution and Supply & Demand	Marketing Strategies, Promotions and Sales
Guiding or Essential Questions <i>(if applicable)</i>	How has marketing affected the consumer and the world around us?	How do different parts of the sports and entertainment industries work together to shape careers, businesses, and consumer experiences?	How do sponsorship and branding strategies influence the visibility and market positioning of sports and entertainment products?	How do advancements in technology and shifts in consumer behavior impact the distribution strategies of sports and entertainment organizations?	How do sports and entertainment organizations use marketing and promotion to attract audiences and increase sales?
Topic This should be the overarching theme or big idea. Brief overview of the unit.	This unit is designed to provide students with a comprehensive understanding of foundational marketing principles within the dynamic realms of sports and entertainment. It covers essential concepts, ranging from the basics of marketing	This unit aims to provide students with a comprehensive understanding of the diverse facets within the sports and entertainment industries while delving into the legal intricacies impacting these dynamic sectors.	This unit will delve into the critical aspects of information management and product marketing, providing students with a comprehensive understanding of how to utilize data and strategies to promote sports and	In this unit, students will explore the concepts of channels of distribution and supply and demand within the context of sports and entertainment marketing. They will develop an understanding of how these concepts influence	In this unit, students will explore marketing strategies, promotions, and sales within the context of sports and entertainment. They will learn about creating a marketing game plan to effectively reach target audiences and drive sales.

	and the marketing mix to the economic impact of sports marketing, the influence of entertainment technology, economic principles, risk management, and ethical considerations in marketing practices.		entertainment products effectively.	the marketing strategies of sports and entertainment products and services.	
Length <i>(in weeks)</i>	3	4	3	4	4