

Roslyn High School

Mrs. Di Pietro

Sports and Entertainment Marketing

<https://sites.google.com/view/mrsdipietro>

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Course Objectives: This course will reveal the interesting techniques that marketers use to get our attention and keep us spending. We will evaluate how the NFL are marketed differently from College Basketball, how building a stadium affects the economic success of a team, and why franchises run camps and fan fairs. We will also study the special nature of Entertainment marketing, how computers and iPads have revolutionized how we purchase and receive our entertainment, and how the industry must change to accommodate consumer preferences.

Topics:

What is marketing?	Patents, Copyrights, Branding, Trademarks
Functions of Marketing	Endorsements
Market Segmentation	Franchising
Demographics, Psychographics	Mascots, Slogans, Logos
The 4 P's of Marketing	Merchandising and Licensing
Market Research	Media (radio, tv, outdoor, print)
Viral Marketing	Sponsorship
Fantasy Leagues	Licensing
Owning and Marketing a Team	

Textbook: **The Business of Sports and Entertainment** Sports Career Consulting, LLC.
Advertising & Sales Promotion Ken Kaser South-Western Cengage Learning

Grading:

10%	Positive Class Participation
10%	Homework/Notebooks (on-time; no credit for late assignments)
80%	Tests, Quizzes and Projects - This class will be project oriented, but there will also be tests. There will be a Final Project in January.

Be polite and respectful to the teacher, other students and yourself. Respect the ideas of others. Don't belittle someone simply because you don't agree. **Remember you are young adults, act that way and you will be treated like one.**

Ipads will be taken away if being used improperly. If a cell phone is used in class it will be taken.

Extra Help: Monday & Thursday after school in Rm 139
Wednesday prior to school at 7:30 AM Rm 139