

Department: Business

Name of Course: Sports and Entertainment Marketing

General Description of Course

This semester course will examine all aspects of business marketing, specifically those viewed through the world of sports and entertainment. Students will work on product management, analyze the effectiveness of advertising and promotion, evaluate pricing strategies and conduct market research. Project development and other simulations will allow the students to employ their knowledge while using Microsoft Office applications. A class trip to a professional sports arena is planned. This course can be taken for college credit through SUNY Farmingdale for students in their Junior and Senior year.

Major Topics Covered:

- 4P's of Marketing
- Market Research and Demographics
- Consumer Behavior
- Licensing and Copyright Law
- Domestic and International E-commerce

Textbook:

Sports and Entertainment Marketing 3e, Kaser, K. and Oelkers, B. 2008, Thomson South-Western, Mason, Ohio.

Requirements:

- Good Attendance
- Participation and Cooperation

Grading Policy:

Students will be graded on their in-class assignments, homework, class participation, projects, assessments and presentations.