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| 1. **Introduction to Sports/Entertainment Marketing**
 |
|  | 1.02 - Define Sports/Entertainment Marketing and Sport Products |
|  | 1.04 - Consistent vs Inconsistent product, perishability of sports product |
|  | 1.05 – Features/Benefits of Product |
|  | 1.01 and 1.03 - Introduce different types of careers |
| 1. **Branding/Licensing/Sponsorships/Endorsements/Naming Rights**
 |
|  | 1.06 – Branding and Licensing |
|  | 1.06 – Endorsements |
|  | 1.07 – Sponsorships |
|  | 1.06 – Naming Rights |
| 1. **Marketing Information Management and Target Markets**
 |
|  | 3.01 – Target Markets |
|  | 2.03-2.05 – Collecting Marketing Data |
| 1. **Advertising**
 |
|  | 3.02 – Types of Advertising |
|  | 3.03 – Elements of Advertising |
|  | 3.04 – Online Marketing |
|  | 3.06 / 3.07 – Email Marketing |
|  | 3.08 – Advertising Reach, Calculating Costs, Selecting Advertising media |
|  |  |
|  | 4.05 – Stadium Considerations |
| 1. **Promotions**
 |
|  | 4.01 – Promotions using Tickets4.08 – Out of Box Promotions |
|  | 4.02 – Celebrity Appearances |
|  | 4.04 – Creating Game Day Programs, Game Day Marketing Scripts |
|  | 4.05 – Stadium Considerations4.06 – Promotional Signage |
| 1. **Selling**
 |
|  | 4.07 – Pricing Strategies |
|  | 4.10 Effective Ways to Sell Tickets |
|  | 4.09 – Preparing Sales Presentation |
|  | 4.10 – Establish Relationship with Clients |