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| 1. **Introduction to Sports/Entertainment Marketing**
 |
|  | 1.02 - Define Sports/Entertainment Marketing and Sport Products |
|  | 1.01 and 1.03 - Introduce different types of careers |
|  | 1.04 - Consistent vs Inconsistent product, perishability of sports product |
|  | 1.05 – Features/Benefits of Product |
| 1. **Target Markets and Marketing Information Management**

**(Part 1 of Fantasy Sports Team Project)** |
|   | 3.01 – Target Markets |
|  | 2.03-2.05 – Collecting Marketing Data |
| 1. **Branding/Licensing**

**(Part 2 of Fantasy Sports Team Project)** |
|  | 1.06 – Branding and Licensing |
| 1. **Stadium Considerations and Naming Rights**

**(Part 3 of Fantasy Sports Team Project)** |
|  | 4.05 – Stadium Considerations |
|  | 1.06 – Naming Rights |
| 1. **Ticket Sales**

**(Part 4 of Fantasy Sports Team Project)** |
|  | 4.07 – Pricing Strategies |
|  | 4.10 – Effective Ways to Sell Tickets |
| 1. **Promotional Plan & Advertising**

**(Part 5 of Fantasy Sports Team Project)** |
|  | \*\*\*Supplemental – Introduce the 4 p’s of Marketing\*\*\* |
|  | 4.04 – Creating Game Day Programs |
| Promotion Plan | 3.02 – Types of Advertising |
| Promotion Plan | 3.03 – Elements of Advertising |
| Promotion Plan | 3.04 – Online Marketing |
| Promotion Plan | 3.08 – Advertising Reach, Calculating Costs, Selecting Advertising media |
| Promotion Plan | 4.01 – Promotions using Tickets4.08 – Out of Box Promotions  |
| Promotion Plan | 4.02 – Celebrity Appearances |
|  | 4.04 – Game Day Marketing Scripts |
| Promotion Plan | 4.06 – Promotional Signage |
| Promotion Plan | 1.02 – Event Marketing |
| Promotion Plan | 3.06 / 3.07 – Email Marketing |
| 1. **Sponsorships and Endorsement**

**(Part 6 of Fantasy Sports Team Project)** |
|  | 1.07 – Sponsorships |
|  | 1.06 – Endorsements |
| 1. **Sales Presentation**

**(Part 7 of Fantasy Sports Team Project** |
|  | 4.09 – Preparing Sales Presentation |
|  | 4.10 – Establish Relationship with Clients |