

Sports and Entertainment Marketing (CTE-044-300-002)

CTE Syllabus

Course Description

Have you ever wished to play sports professionally? Have you dreamed of one day becoming an agent for a celebrity entertainer?

If you answered yes to either question, then believe it or not, you've been fantasizing about entering the exciting world of sports and entertainment marketing. Although this particular form of marketing bears some resemblance to traditional marketing, there are many differences as well—including a lot more glitz and glamour!

In this course, you'll have the opportunity to explore basic marketing principles and delve deeper into the multi-billion dollar sports and entertainment marketing industry. You'll learn about how professional athletes, sports teams, and well-known entertainers are marketed as commodities and how some of them become billionaires as a result.

If you've ever wondered about how things work behind the scenes of a major sporting event such as the Super Bowl or even entertained the idea of playing a role in such an event, then this course will introduce you to the fundamentals of such a career.

Prerequisites

There are no prerequisites for this course.

Course Materials

All the reading material students need is included in this course.

In addition, students will need access to these types of applications.

Physical

- Audio recording device
- Video recording device

Software

- Presentation software
- Word processing software
- Spreadsheet software

Optional

- Timeline creation software
- Image editing software

Course Outcomes

The unit learning objectives are listed in the Course Introduction and on the Unit Objectives page for each unit.

Grading and Assignments

The letter grade in this course will be based on these assignments and exams.

Assignment or Exam	Grading	Percent of Total Grade
2 Critical-Thinking Journal Documents	Teacher-Graded	20%
8 Unit Activities	Teacher-Graded	40%
8 Unit Quizzes	Computer-Graded	20%

1 Midcourse Quiz	Computer-Graded	10%
1 Final Exam*	Computer-Graded	10%

*Students must pass the final exam with a 60% or higher to earn credit for the course. They may retake the final exam once for a fee.

Due Dates

The due dates in the course are only suggestions to help the students pace themselves. You do *not* need to complete assignments, quizzes, and exams by the due date set in the course.

Critical-Thinking Journal

Each unit will have five critical thinking journal prompts. These are questions that students respond to based on what they have learned in the lessons. The journal is submitted in two places of the course: at the end of unit 4 and in unit 8.

Unit Quizzes

At the end of each unit, there is a unit quiz. The questions in each unit quiz cover all of the lesson material of that unit.

Unit Activities

Unit activities allow the students to explore deeper into the unit's content by applying the concepts to real-life situations.

Midcourse Quiz

The midcourse exam consists of 50 questions and covers the material in units 1 through 4. This quiz is **not** proctored, but it **is** timed.

Final Exam

The final exam consists of 50 questions and covers the material in units 5 through 8. It is proctored and closed book.

Students must pass the final exam with a 60% or higher to earn credit for the course.

Course Grade

The letter grade will be calculated according to these percentages.

Percent to Letter Grade Calculation	
A	100%–93%
A–	<93%–90%
B+	<90%–87%
B	<87%–83%
B–	<83%–80%
C+	<80%–77%
C	<77%–73%
C–	<73%–70%
D+	<70%–67%
D	<67%–63%
D–	<63%–60%
F (fail)	<60%–0%