

Sports and Entertainment Marketing**Scope and Sequence****Unit Lesson****Objectives****Unit 1**

Basic Principles of Marketing

Introduction to Sports and Entertainment Marketing

Principles of Effective Sports and Entertainment Marketing in the 21st Century

Diversity and Demographics

Event Marketing

Midterm

MIDTERM

MIDTERM Reflection

Unit 2

Product Marketing

Sponsorships and Endorsements

Finances

Careers in Sports and Entertainment Marketing

Societal and Cultural Influences

Final Exam

FINAL EXAM

Final Exam Reflection