



MISSISSAUGA SECONDARY SCHOOL

Business Education

Sports and Entertainment Marketing

Ministry Document: The Ontario Curriculum,
Grades 11 and 12,
Interdisciplinary Studies, 2002.

Course Type: University
Course Code: IDC 4UO
Department: Business
Teacher(s): Mississauga Staff
Date: --



This course combines the expectations for Interdisciplinary Studies, Grade 12, University Preparation with selected expectations from Analysing Current Economic Issues, Grade 12, University Preparation; Communications Technology, Grade 12, University/College Preparation; Entrepreneurial Studies: Venture Planning, Grade 12, College Preparation; Organizational Studies: Organizational Behaviour and Human Resources, BOH4M, Grade 12, University/College Preparation; Introduction to International Business, BBB4M, Grade 12, University/College.

OVERVIEW:

This course is designed for students interested in sports, entertainment and event marketing. Emphasis is placed on the following principles as they apply to the industry: basic marketing, event marketing, sponsorship, promotions, implementation of sports/entertainment marketing plans, branding, licensing, and naming rights; endorsements, business foundations and event management techniques.

PREREQUISITE: BMI3C0 (Marketing: Goods, Services, Events) OR BAF3M0 (Financial Accounting Fundamentals)

TEXT: SPORTS & ENTERTAINMENT MARKETING

Glencoe-McGraw Hill Publishing, 2005
(Students are responsible for borrowed text)

Rebinds \$25.00
Replacement \$70.00

OVERALL EXPECTATIONS:

- Understand the components of the marketing mix as it relates to sports and entertainment
- Identify reasons a sports property would utilize marketing
- Identify reasons a company would utilize sports marketing
- Compare components of the event triangle and summarize exchanges for each
- Demonstrate an understanding of sponsorships and endorsements
- Select an event or sport/entertainment product, develop a marketing plan for the event/product

COURSE CONTENT:

Units		Overall Expectations
1	Marketing	Marketing Fundamentals
2	Sports Marketing Mix	Understand the components of the marketing mix as it relates to sports Identify the marketing mix utilized in sports marketing

3	Entertainment Marketing Mix	Understand the components of the marketing mix as it relates to entertainment Identify the marketing mix utilized in entertainment marketing
4	Event Management	Complete a marketing plan for an event project from its conception to its completion.

EVALUATION:

Assessment and evaluation in this course will be based on provincial curriculum expectations incorporating the following broad categories.

SUMMATIVE EVALUATIONS DURING TERM – 70%			
Knowledge (~20%)	<u>Communication</u> (~15%)	<u>Thinking and Inquiry</u> (~15%)	<u>Application</u> (~20%)
<ul style="list-style-type: none"> • Presentations • Assignments • Tests 	<ul style="list-style-type: none"> • Reports • Case Studies • Presentations • Projects 	<ul style="list-style-type: none"> • Case Studies • Projects • Report research 	<ul style="list-style-type: none"> • Projects • Reports • Case Studies • Assignments

* NOTE: "~" Means evaluation percentages are approximate.

Final Evaluation – 30%
A summative task will count for 30% of the student's final mark and will measure his/her ability to synthesize the materials taught in the course and apply this knowledge to a final assessment. This summative task may take the form of an examination, a final project, a presentation, etc. or a combination of these tasks.