Course Code: IDC4U0

Sports & Entertainment Marketing, Grade 12, University/College

This course explores the important role that sports and entertainment play in our modern economy. Students will obtain an understanding of business fundamentals and how to apply them to sports and entertainment. This course will cover topics such as marketing essentials, marketing of sports/entertainment, products/services unique to sports/entertainment, sports/entertainment media, sales, stadium design, visual merchandising and legal issues concerning sports/entertainment.

This interdisciplinary course emphasizes the development of practical skills and knowledge to solve problems, make decisions, create personal meaning, and present findings related to the growing Sports and Entertainment marketing industry. Through individual and collaborative inquiry and research into contemporary issues, real-life situations, and careers related to Sports and Entertainment Marketing students will develop skills in areas of ethics, consumer research, advertising, public relations/publicity, event marketing, endorsement, sponsorship, product distribution, and career opportunities in Sports and Entertainment Marketing.