

**J. Sargeant Reynolds Community College**  
**Course Content Summary**

**Course Prefix and Number:** MKT 209

**Credits:** 3

**Course Title:** Sports, Entertainment, and Recreation Marketing

**Course Description**

Builds on the principles of marketing to introduce the more specific importance and specialization of Sports, Entertainment, and Recreation (SER) marketing. Emphasizes the SER industries as they relate to economics, business structure, product development, branding, pricing strategies, distribution strategies, integrated communications, ethics, and research. Prerequisite: MKT 201. Lecture 3 hours per week.

**General Course Purpose**

A specialized course designed to provide students an opportunity to gain knowledge and develop skills related to the growing sports and entertainment industry. This course will offer students a foundation in the principles of sports and entertainment marketing. The class is structured to introduce the unique qualities of the sports/entertainment product and to integrate concepts of product development, pricing, promotion mix, distribution, sponsorship, advertising, consumer behavior, and brand management in the marketing of sports/entertainment entities.

**Course Objectives**

Upon completing the course, the student will be able to:

1. Evaluate the significance and components of sports/entertainment as a viable industry.
2. Analyze the components of the sports/entertainment industry.
3. Analyze growth and trends of sports/entertainment as an industry in local, state, national, and international areas.
4. Understand the impact of the external environment on sports business decisions.
5. Understand basic concepts in building a strategic sports/entertainment marketing plan.
6. Conceptualize a complex sports business issue into coherent written statements and oral presentations.
7. Understand sponsorship concepts.
8. Apply sports marketing concepts in the context of "real-world" examples.
9. Define sports marketing and sponsorship concepts.
10. Link real-world issues to class concepts.
11. Analyze sports/entertainment marketing problems and offer recommendations.

**Major Topics to be Included**

1. Introduction to the Sports/Entertainment Industry
2. Core Marketing Concepts
3. Contingency Framework for Strategic Sports Marketing
4. Research Tools for Understanding Sports Consumers
5. Understanding Participants as Consumers
6. Understanding Spectators as Consumers
7. Segmentation, Targeting, and Positioning
8. Sports Product Concepts
9. Managing Sports Products
10. Promotion Concepts
11. Promotion Mix Elements
12. Sponsorship Programs
13. Pricing Concepts and Strategies
14. Implementing and Controlling the Strategic Sports Marketing Process
15. The Marketing Plan

**Effective Date of Course Content Summary:** November 26, 2012