

# Sports and Entertainment Marketing IDC401

<p><b>Course Description:</b></p> <p>The Sports and Entertainment Marketing 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.</p> <p>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 the areas of ethics, consumer research, advertising, public relations/publicity, event marketing, endorsement, sponsorship, product distribution, and career opportunities in Sports and Entertainment Marketing.</p> <p>Students will apply the principles and skills derived from the study of Physical Education, Media Studies, Business Marketing and the Social Sciences to select strategies to define problems, research alternative solutions, assess their thinking in reaching decisions, and adapt to change as they acquire new knowledge.</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;"><b>Level:</b></td> <td style="padding: 2px;">Open</td> </tr> <tr> <td style="padding: 2px;"><b>Credit Value:</b></td> <td style="padding: 2px;">1.0</td> </tr> <tr> <td style="padding: 2px;"><b>Pre-requisite:</b></td> <td style="padding: 2px;">None</td> </tr> <tr> <td style="padding: 2px;"><b>Department:</b></td> <td style="padding: 2px;">Business Studies &amp; Coop</td> </tr> <tr> <td colspan="2" style="border-top: 1px solid black; padding: 2px;"><b>Course Fees:</b> None</td> </tr> </table>	<b>Level:</b>	Open	<b>Credit Value:</b>	1.0	<b>Pre-requisite:</b>	None	<b>Department:</b>	Business Studies & Coop	<b>Course Fees:</b> None	
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<b>Course Fees:</b> None											

<p><b>Textbooks &amp; Resources:</b></p> <ul style="list-style-type: none"> <li>Growing Success: Assessment, Evaluation and Reporting in Ontario Schools</li> <li>The Ontario Curriculum</li> <li>Teacher’s Notes, Hand-Outs, the internet etc.</li> </ul>
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<p><b>Course Evaluation:</b> Student Evaluation consists of three components...</p>					
<p><b>1) Learning Skills &amp; Work Habits:</b></p> <p>Students are evaluated on 6 Learning Skills &amp; Work Habits. They are:</p> <ul style="list-style-type: none"> <li>Responsibility</li> <li>Collaboration</li> <li>Organization</li> <li>Initiative</li> <li>Independent Work</li> <li>Self-Regulation</li> </ul>	<p>These six attributes are evaluated on a scale of Excellent (E), Good (G), Satisfactory (S) &amp; Needs Improvement (N) and reported on the report card. They <b>are not</b> included in the course mark, unless specified in the curriculum expectations</p>				
<p><b>2) Term Mark (Assessment of Learning):</b></p> <p>Student performance standards for knowledge and skills are described in the curriculum Achievement Chart. The curriculum is assessed in four categories:</p> <ul style="list-style-type: none"> <li>Knowledge and Understanding 15%</li> <li>Thinking and Inquiry 15%</li> <li>Communication 20%</li> <li>Application 20%</li> </ul>	<p>Evaluation of these four categories generates the term mark. The term mark accounts for 70% of the final mark.</p> <p><b>It is the students’ responsibility for submitting evidence of Learning.</b></p>				
<p><b>3) Final Evaluation (Assessment of Learning):</b></p> <p>The final evaluation, administered at or towards the end of the course is based on the evidence shown to the right. The final evaluation accounts for 30% of the final mark.</p>	<p>The final evaluation consists of:</p> <table style="margin-left: 20px;"> <tr> <td>Major Project</td> <td style="text-align: right;">10 %</td> </tr> <tr> <td>Exam</td> <td style="text-align: right;">20 %</td> </tr> </table>	Major Project	10 %	Exam	20 %
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<p><b>Final Mark = 70% Term Mark + 30% Final Evaluation</b></p>					
<p>For a detailed description on Course Evaluation, see “How Did I Get That Mark!” at <a href="http://www.satec.on.ca">www.satec.on.ca</a></p>					

<p><b>Course Conduct Policies:</b> See Student Agenda.</p>
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**Please retain this page in the front of your notebook for future reference.**



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**Course Outline:**

<b>Unit</b>	<b>Description</b>	<b>Approximate Length</b>	<b>Major Unit Evaluation</b>
Unit 1:	<p><b>On Your Mark!</b></p> <p>“On Your Mark”, which is the introductory unit in the Sports and Entertainment Marketing Course, will provide a foundation for later investigation into the issues related to the sports and entertainment industries. Students readings and activities are used to build the necessary understanding which will allow students to conduct further research</p> <ul style="list-style-type: none"> <li>• Trends in Sports and Entertainment</li> <li>• The Events Triangle</li> <li>• Case Study</li> <li>• The Spokes Person</li> </ul>	2 weeks	Project
Unit 2:	<p><b>The Marketing Mix</b></p> <p>Introduction to the fundamental marketing Knowledge and tools needed to research and design effective marketing plans. Exploration of key components of any marketing plan known as the “Marketing Mix” or 5 Ps of Sports and Entertainment Marketing</p> <ul style="list-style-type: none"> <li>• Fundamental Marketing Concepts</li> <li>• Understanding of the essential Marketing Tools needed to conduct effective research in the area of Sports and Entertainment Marketing</li> </ul>	2 weeks	Test
Unit 3:	<p><b>Sports Marketing</b></p> <p>Study of the sports marketing field from the local to global perspective; the effect on the local economy or professional sports teams and cost of attending sports events.</p> <ul style="list-style-type: none"> <li>• How an athlete makes it to the top</li> <li>• Three main components of sports marketing: sponsorship, endorsements and cross-promotion</li> </ul>	2 weeks	Assignment/Class Presentation

Unit 4:	<p><b>That’s Entertainment!</b>                  Students will gain excellent research skills as they research the Entertainment Industry. They will analyze the various forms of entertainment, special events, endorsements, branding, memorabilia after-market and cross-promotions.</p> <ul style="list-style-type: none"> <li>• Analyze the growing home entertainment industry and individuals within the entertainment sector</li> <li>• The basics of financing entertainment and the different kinds of entertainment distribution systems and promotional strategies</li> <li>• The future of music: legalities of music distribution and marketing</li> </ul>	16 days	Test
Unit 5:	<p><b>What’s Real, Right and Fair?</b>                  The purpose of this unit is to provide a legal, ethical and social context, and to develop an understanding for the underlying effects of sports and entertainment marketing.</p> <ul style="list-style-type: none"> <li>• Investigate current laws and regulations that affect marketing practices</li> </ul>	2 weeks	Project/Test
Unit 6:	<p><b>Promotional World Tour</b>                  Students will work individually and in small groups to apply their acquired learning to a “real world” entertainment or sports subject of their choice</p> <ul style="list-style-type: none"> <li>• Preliminary Planning Portfolio</li> <li>• Written Report</li> <li>• Multimedia Presentation</li> </ul>	16 days	Major Project
<p><b>Note: The order the units are delivered may change due to student needs and resources available.</b></p>			

<p><b>General Information:</b></p> <ul style="list-style-type: none"> <li>• Extra Help can be obtained from the teacher, the internet and other reliable sources.</li> <li>• A Business Certificate is awarded if four (4) or more Business Courses are taken throughout the 4 years at SATEC.</li> </ul>
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