

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-19-24

I. CATALOG DESCRIPTION

Course Number: BSAD2480
Course Title: Event Marketing
Prerequisite(s): None

Catalog Description: Develop skills based on a mix of concepts and theories that are unique marketing events and venues. Examine strategies for marketing in the events and venue environment. There will be a specific focus on planning, execution, and evaluation of sponsorship activities for events, the principles and strategic issues of fundraising in nonprofit organizations, and the planning, marketing, and selling of any type of event from company social functions to major conventions.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will teach students to*

- A. Introduce the basic concepts and theories unique to event/sports marketing.
- B. Review basic principles of marketing in the context of event/sports.
- C. Analyze framework, or conceptual model of the strategic marketing process.
- D. Examine current research in the area of event/sports marketing.
- E. Address the growing popularity of sports and events.
- F. Analyze sponsorship proposals and contracts.
- G. Demonstrate the process used in securing sponsorships.
- H. Evaluate sponsorship methods and measurement.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Students will be able to*
 - 1. Understand the complex role of marketing in the event/sports area.
 - 2. Distinguish among college, amateur, and professional sports and their relationship in marketing.
 - 3. Understand the role of product endorsements.
 - 4. Be able to create public relations/image activities.
 - 5. Understand the role of legal issues in event/sports marketing.
 - 6. Identify components for a sponsorship proposal.
 - 7. Identify the costs associated with a sponsorship.
 - 8. Identify types of sponsorships.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 2: Written Communication
 - Outcome 4: Use format, content and style appropriate to a given audience and situation.

IV. CONTENT/TOPICAL OUTLINE

- A. What is Event/Sports Marketing?
- B. The College and Amateur Arenas
- C. Professional Sports

- D. Marketing Products and Services Through Events/Sports
- E. Public Images
- F. Advancing the Cause
- G. Event/Sports Marketing
- H. The Entertainment Industry
- I. Marketing Entertainment and Recreation
- J. Marketing Plans
- K. Legal Issues for Sports and Entertainment

V. INSTRUCTIONAL MATERIALS

- A. Required text: Kaser, Kenneth and Dotty B. Oelkers, *Sports and Entertainment Marketing*, Current Edition, South-Western Educational Pub.
 - 1. Ebook/DDA is used for this course.

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Use of electronic presentation, large group discussion, short videos, case studies, and Internet access.
- B. Use of small projects and engaged learning activities to demonstrate marketing concepts.
- C. Use of small groups or individuals to present marketing concepts and ideas.

VII. METHODS OF EVALUATION

- A. 4 Unit Exams 265
- B. Projects (4 @ 40 pts each).....160
- C. Event Camp 250
- D. Discussion/Participation/Intro Activities..... 120
- E. Assignments 120
- Total Points **915**
- F. SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS

- A. Course Prerequisite: None
- B. A grade of C (70%) or better is required if this course is a prerequisite for any course(s) required to meet your program's graduation requirements. If this course is not a prerequisite for any other course(s) required by your program, a grade of D (60%) or better is acceptable to earn credit for the course.
- C. See instructor for specific attendance policies. College policy will be followed in cases of nonattendance.