

Course Title: Sports Marketing

Teacher: Emma Palmer

Type of Course: Business/Career Technical Education

Curriculum used: Stukent Sports & Entertainment Marketing



Additional resources include in addition to the Stukent Sports & Entertainment Marketing curriculum, students will utilize Canva for Education, Google Workspace, school social media platforms, industry articles, and real-world marketing case studies. Students will also analyze marketing campaigns from professional sports organizations, esports programs, and major sporting events while creating promotional materials for school activities and athletics.

Welcome to Sports Marketing!

Have you ever watched a packed stadium, seen a viral social media post, or wondered how schools get students excited for game days, spirit weeks, concerts, and events? In Sports Marketing, you'll learn what happens behind the scenes to create excitement, build school spirit, and connect with fans.

Students in this course will serve as the official student marketing team for Lakeland High School. You'll help promote athletic events, clubs, spirit weeks, concerts, esports competitions, and school activities while learning the same marketing strategies used by professional sports organizations, colleges, and major brands. Whether you're interested in sports, social media, business, graphic design, event planning, photography, videography, esports, communications, or entrepreneurship, this course offers real-world experience that can help prepare you for future careers!

Course Objectives

Students will:

- Understand foundational marketing principles and terminology.
- Analyze consumer behavior and fan engagement strategies.
- Create and evaluate marketing campaigns.
- Utilize digital marketing and social media tools effectively.
- Develop promotional materials using industry-standard software.
- Analyze sponsorship opportunities and business partnerships.
- Explore careers within sports, entertainment, and esports industries.
- Demonstrate professionalism, leadership, and collaboration skills.
- Plan and promote school and community events.
- Apply marketing concepts through authentic school-based projects.

Scope and Sequence

Standard 1: Foundations of Marketing

Students will understand the principles and functions of marketing within sports, entertainment, and business industries.

Students will:

- Define marketing and sports marketing.
 - Explain the functions of marketing.
 - Identify careers in marketing and sports business.
 - Describe the role of marketing in organizational success.
 - Utilize industry-specific terminology.
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Standard 2: Consumer Behavior and Market Research

Students will analyze consumer behavior and marketing trends.

Students will:

- Identify target markets.
 - Conduct market research.
 - Collect and analyze survey data.
 - Use data to make marketing recommendations.
 - Interpret attendance and engagement metrics.
 - Analyze fan preferences and purchasing behaviors.
 - Evaluate customer needs and wants.
 - Interpret marketing data and feedback.
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Standard 3: Branding and Promotion

Students will develop branding and promotional strategies.

Students will:

- Explain the importance of branding.
 - Analyze successful sports and entertainment brands.
 - Develop promotional materials.
 - Create brand identities for events and organizations.
 - Evaluate promotional effectiveness.
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Standard 4: Digital and Social Media Marketing

Students will utilize digital marketing tools to engage audiences.

Students will:

- Create social media content.
- Develop content calendars.
- Analyze engagement metrics.
- Utilize digital advertising strategies.
- Evaluate successful social media campaigns.

Standard 5: Event Marketing and Promotions

Students will plan and execute event marketing strategies.

Students will:

- Create event marketing plans.
- Develop promotional timelines.
- Coordinate marketing efforts for school activities.
- Design game-day and event promotions.
- Evaluate event outcomes.

Examples Include:

- Football and basketball game promotions
- Theme nights
- Homecoming events
- School dances
- Club recruitment campaigns
- Concert promotions

Standard 6: Sponsorships and Revenue Generation

Students will examine revenue streams and sponsorship opportunities.

Students will:

- Identify sponsorship opportunities.
- Develop sponsorship proposals.
- Analyze partnerships in sports and entertainment.
- Evaluate fundraising and promotional opportunities.
- Explore merchandising strategies.
-  Explain pricing strategies.
-  Analyze ticket sales and attendance trends.



Develop basic event budgets.

Calculate return on investment (ROI) for marketing campaigns.

Standard 7: Sports and Entertainment Marketing

Students will analyze marketing strategies used by professional organizations.

Students will:

- Examine professional sports marketing campaigns.
 - Analyze athlete branding.
 - Evaluate Super Bowl advertising campaigns.
 - Explore entertainment marketing strategies.
 - Compare successful industry examples.
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Standard 8: Esports Marketing

Students will explore marketing opportunities within the esports industry.

Students will:

- Define esports marketing.
 - Analyze esports audiences.
 - Compare traditional sports and esports marketing.
 - Create esports promotional campaigns.
 - Evaluate emerging industry trends.
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Standard 9: Professional Communication and Leadership

Students will demonstrate workplace readiness skills.

Students will:

- Develop professional communication skills.
 - Deliver presentations.
 - Collaborate effectively in teams.
 - Practice leadership skills.
 - Demonstrate professionalism in project work.
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Standard 10: School Marketing Team Capstone

Students will apply course concepts through authentic experiences.

Students will:

- Develop comprehensive marketing campaigns.
- Promote school events and activities.
- Measure campaign effectiveness.
- Present findings to stakeholders.
- Build a professional marketing portfolio.

Standard 11: Marketing Analytics and Evaluation

Students will evaluate the effectiveness of marketing campaigns.

Students will:

- Analyze social media engagement data.
- Measure attendance growth from promotions.
- Interpret marketing reports.
- Calculate basic marketing metrics.
- Recommend improvements based on campaign results.

Major Course Projects

Fall Semester

- Homecoming Marketing Campaign
- Fall and Winter Sports: Game-Day and Theme Marketing Plan
- Social Media Content Calendar
- School Events Marketing Campaign

Spring Semester

- Winter and Fall Sports: Game-Day and Theme Marketing Plan
- Esports Tournament Marketing Plan
- Super Bowl Commercial Analysis
- School Events Marketing Campaign

Grading Policy

Grades will be determined by the following categories:

Category	Percentage
Projects & Marketing Campaigns	40%
Assignments & Activities	25%
Participation & Professionalism	15%
Quizzes & Assessments	10%

Category	Percentage
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Final Marketing Portfolio	10%
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Grading Scale

- A = 90–100%
- B = 80–89%
- C = 70–79%
- D = 60–69%
- F = Below 60%

Attendance, Absences, and Missing Work:

Regular attendance is essential due to the collaborative and project-based nature of this course.

- If you are absent, it is your responsibility to check Google Classroom for missed assignments and materials.
- Students who communicate their absence will receive **two school days for every day absent** to complete missed work without penalty.
- Alternative assignments may be provided for missed presentations, projects, or group activities.

Late Work Policy:

- Late assignments may be submitted up to **one week after the due date** for a maximum of **50% credit**.
- After one week, assignments will receive a zero unless prior arrangements have been approved.
- Students are encouraged to communicate with the instructor regarding extenuating circumstances.

Academic Integrity & AI Policy:

Academic honesty is an expectation in Sports Marketing and is essential for developing professional and workplace-ready skills.

- Cheating, plagiarism, copying another student's work, or submitting work that is not your own will result in an **automatic zero** and cannot be made up.
- This policy includes the misuse of AI.
- AI may only be used when specifically approved by the instructor and should be used as a support tool for brainstorming, research, organization, or editing.
- Copying and pasting AI-generated work as your own is considered academic dishonesty and will result in a zero.

Classroom Expectations

Students are expected to:

- Be respectful of classmates, staff, and guests.
- Arrive on time and prepared for class.
- Participate actively in discussions, projects, and activities.
- Demonstrate professionalism when representing the school through marketing campaigns and events.
- Use technology appropriately and for educational purposes.
- Collaborate effectively with peers.
- Follow all school and district policies outlined in the student handbook.

Because students will serve as representatives of the school's marketing team, professionalism, responsibility, leadership, and effective communication are essential components of the course.

Course Rationale

Sports Marketing provides students with authentic business experiences while supporting school culture, athletics, activities, and community engagement. Students will function as a student-led marketing team responsible for promoting athletic contests, school events, concerts, spirit activities, clubs, and esports competitions.

Through project-based learning and the Student Sports & Entertainment Marketing curriculum, students gain hands-on experience with branding, advertising, digital marketing, event management, sponsorships, and consumer engagement. Students develop valuable communication, leadership, technology, and business skills while contributing directly to the success and visibility of school programs.

The course aligns with Idaho Career Technical Education Marketing standards and prepares students for future education and careers in marketing, sports management, communications, public relations, entrepreneurship, and related business fields. It also supports participation in competitive events through DECA and other career and technical student organizations.

Dear Parents and Guardians!

This information is intended to help you understand what your student will experience in Sports Marketing. I will review these expectations with students to ensure they understand the responsibilities, professionalism, and work ethic required to be successful in this course.

Sports Marketing is a unique, hands-on class where students will serve as members of the Lakeland High School Marketing Team. Throughout the semester, students may help promote athletic events, school activities, spirit weeks, concerts, clubs, and other school-sponsored events. Because students are representing Lakeland High School, they will be held to a high standard of professionalism, communication, responsibility, and conduct.

Parents play an important role in student success. Please review the syllabus and course expectations with your student. When you have reviewed the material, please sign and date below. Then, have your student upload it into Google Classroom to receive credit.

I look forward to working with you and your student to provide a positive, engaging, and real-world learning experience. If you have any questions or concerns throughout the semester, please do not hesitate to contact me. I am available before and after school for additional student support. Feel free to contact me anytime at emma.palmer@lakeland272.org.

Sincerely,

Emma Palmer

_____ Student Name (print)	_____ Student Signature	_____ Date
_____ Parent/Guardian Name (print)	_____ Parent/Guardian Signature	_____ Date

Parent/Guardian Contact Information:

Preferred Phone Number: _____

Preferred Email Address: _____