

**sports and entertainment marketing pdf**

of the leading spectator sports with over 75 million fans. The X Cup is one series that consists of 36 different races in 10 months. The X Cup is the highest level of professional competition within FASTCAR. Corporate sponsors spend millions of dollars endorsing drivers, tracks, and naming rights for the X Cup.

**SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT - DECA Inc**

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Sports and Entertainment Marketing Unit Title Unit Understandings and Goals Recommended Duration Unit #1: Strategies Used In the Sports and Entertainment Industry The sports and entertainment industry relies on effective marketing strategies. 1. The student will define marketing and explain the marketing concept. 2.

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keting mix. The marketing mix describes how a business blends the four marketing elements of product, distribution, price, and promotion. A product is what a business offers customers to satisfy needs. Products include goods, such as athletic shoes, and services, such as video rentals. Providing entertainment can also be considered providing a service.

**CHAPTER 1 What Is Sports and Entertainment Marketing?**

B. There are two types of sports and entertainment marketing, 1) Marketing through sports and entertainment and 2) Marketing of sports and entertainment 1. Marketing through sports and entertainment a. Companies use sports and entertainment as a vehicle to gain exposure for their products i.

**What is Sports & Entertainment Marketing?**

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**Sports and Entertainment Marketing, 4th Edition - Cengage**

The online simulation teaches students the hard business decisions that go into the sports and entertainment

events the students enjoy in real life. Students handle promotion, ticket pricing, stadium operations and staffing, sponsors, concessions, concert booking and promotion, and more.

### **Interactive online sports & entertainment business**

Distinguish among sports and entertainment marketing terms. 3. List major environmental influences on the demand for sports and entertainment. 4. Research sports and entertainment marketing information. 5. Explain legislation that impacts sports and entertainment marketing. 6. Describe activities to market a sports property.

### **Introduction to Sports & Entertainment Marketing**

The Sports and Entertainment Marketing event was created by Collegiate DECA in response to the career opportunities available for college graduates in the sports and entertainment industry. A team of participants with career interests in sports and entertainment marketing will analyze a case situation

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