

IDC401 Sports & Entertainment Marketing



The Sports and Entertainment interdisciplinary course emphasizes the development of practical skills. Through individual and collaborative Inquiry and research into contemporary issues, real-life situations, and careers related to Sports & 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.



Topics include:

- On Your Mark!
- The Marketing Mix
- Sports Marketing
- That's Entertainment!
- What's Real, Right and Fair?
- Promotional World Tour

For more information, see a Business Studies Teacher