

# MARKETING



## SPORTS & ENTERTAINMENT MARKETING (1 YEAR COURSE)

eDynamic Learning provides teachers with a comprehensive digital curriculum that includes lessons, reflective discussions, activities, assessments, podcasts, and more. Lessons incorporate engaging narratives, videos, slideshows, diagrams, and flashcards. They also include a built-in support toolbar which provides a variety of literacy tools and enables text to be translated into dozens of languages for English Language Learners. Teachers also receive a Pacing Guide, answer keys, a gradebook and the ability to customize the course to include teacher or district-authored lessons, activities, assessments and Knowledge Matters simulations!



In the **Sports & Entertainment Marketing** courses students will learn the world of sports and entertainment is never boring and is a multi-billion dollar industry. They'll explore basic marketing principles while learning how professional athletes, sports teams, and famous entertainers are marketed as commodities and how the savvy people who handle these deals can become very successful.

### UNIT TOPICS

- + Basic Principles of Marketing
- + Introduction to S&E Marketing
- + Principles of Effective Sports and Entertainment Marketing
- + Diversity and Demographics
- + Event Marketing
- + Product Marketing
- + Sponsorships and Endorsements
- + Finances
- + Careers in S&E Marketing
- + Societal and Cultural Influences

## KNOWLEDGE MATTERS SPORTS & ENTERTAINMENT

Knowledge Matters simulations allow students to experience real business scenarios and can continually refine their results to optimize outcomes and increase profitability. They offer an interactive, risk-free, game-based environment where students can see the impact of their choices immediately.



Virtual Business—Sports & Entertainment gives students the opportunity to “work” in the exciting sports and entertainment world. The online simulation teaches students the hard business decisions that go into the sports and entertainment events they enjoy in real life. Students handle promotion, ticket pricing, stadium operations and staffing, sponsors, concessions, concert booking and promotion, and more.

### LESSONS INCLUDE:

- + Ticket Pricing
- + Stadium Staffing
- + Promotion and Social Media
- + Concessions
- + Picking & Promoting a Band
- + Sponsorships
- + Parking and Revenue
- + Ingress and Egress
- + Player Management
- + Sports & Entertainment Mogul

Better Together!



Knowledge Matters  
Virtual Experience Learning



eDynamic Learning  
CAREER & ELECTIVE COURSES



# VIRTUAL BUSINESS HIGH SCHOOL

eDynamic Learning's comprehensive curriculum allows you to enhance and customize it to incorporate your favorite tools and applications. Learn how Knowledge Matters Virtual Business simulations complement the course to give your students an interactive, risk-free, game-based environment to test new concepts and learn business principles.

## MEET THE SIMULATIONS

### Entrepreneurship

From the elevator pitch, to securing financing, to operating a profitable business, this sim teaches all the keys to successful entrepreneurship.



### Restaurant

Starting your own restaurant is a common dream. Here students do it in the safety of a virtual world while learning general business concepts.



### Personal Finance

Live out ten financial lifetimes in an hour! From banking, to credit, to investment - this is the #1 personal finance curriculum in the U.S.



### Accounting

From debits and credits to forensic accounting, the subject comes to life when students learn through a business they run.



### Fashion

Developed with the Fashion Institute of Design & Merchandising this sim covers trend spotting, to design, to mark-ups and mark-downs!



### Sports & Entertainment

Your students will learn business and marketing in a context that is sure to attract them to class - the exciting world of sports and entertainment.



### Retailing

In focused lessons, students control pricing, staffing, products and more. In the capstone project, they run the whole show.



### Hotel

Developed with the support of the J. Willard and Alice S. Marriott Foundation, this sim gives students a realistic look at the inside workings of the global hospitality business.



### Management

Students will manage a manufacturing plant. They'll recruit employees, supervise them, and even fire them if needed.



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