

WCSD BUSINESS DEPARTMENT Courses

“Open for Business”

Sports & Entertainment Marketing

Why take this business elective?

Do you know how much money \$\$\$ is generated in the Sports & Entertainment Industries, and the economic impact they have on the local, state, national, and global economies? You will learn how to stay "plugged-in" to current marketing *TRENDS* that are constantly shifting to the latest platforms, and how consumers, particularly younger viewers, watch sports & entertainment today.

Examine how sports & entertainment fans are demanding a much more engaging and realistically immersive experience than ever before! Why is it important for marketers to address the challenge that younger "millennial" audiences who are watching sports and entertainment on new platforms, particularly social networks? Why are marketers allowing fans to have an **insider's view** and be *closer to the action* than ever before!

How will this business course help me in real life?

Previous students share, "I took a lot away from the classes I took, and they helped prepare me for college." ~Current Penn State Student

Sports & Entertainment Marketing will teach you how to sell your ideas and understand how others are trying to influence you! This course will change how you watch television; look at advertisements and how you respond as a consumer.

When will I ever use this again?

Marketing impacts you in ways you may not realize! It influences what you buy and what you are willing to spend a product or service!

What course sequences are recommended with this course?

Sports & Entertainment Marketing/Business Law/Sports Law/Entertainment Law