

1.03 Acquire information about the sport & event industry to aid in career choices.

Advertising
Sales promotion
Ticket sales
Ticket management
Market research

Merchandising
Community relations
Media relations
Sponsorship manager
Event planner

Hospitality manager
Volunteer/vendor coordinator
Marketing director

Directions:

You will research a marketing career in the sports and entertainment industry. Create a presentation (MS PPT or Google Presentation) that you will present to class that will highlight information about the career. Be sure to include the following:

1. Career Description
2. Category – Sports, Entertainment, or Event Marketing

Sports Marketing: the involvement of sports to develop, promote and distribute goods and/or services to satisfy the needs and wants of consumers

Entertainment Marketing: involves entertainment to develop, promote, and distribute goods and/or services to satisfy the wants and needs of customers.

Event Marketing: the designing or developing a “live” themed activity, occasion, display or exhibit (such as a sports, music festival, fair or concert) to promote a product, cause, or organization.

3. Type of sport, entertainment or event business that offers this career - What type of business would you work for if you had this job?
4. Personality traits needed to be successful in this career.
5. Training and education requirements.
6. Salary information.

Remember to include pictures, videos, etc. to jazz it up, be creative, and cite your sources!