

## Sports & Entertainment Marketing

### Description

Students will learn how teams “market their sport” as well as how companies “market through sports”. More specifically, they will learn how businesses determine target markets, customer demographics, consumer behavior, pricing strategies, promotional plans and advertising campaigns all with the goal of making money. The course features many real-world, hands-on, creative projects, including writing marketing plans, creating advertising campaigns and making sales presentations. Students will also use a virtual business simulation program that enables them to “run” a football franchise where they set ticket prices, plan promotions, buy ads, negotiate sponsorships, sell licenses for merchandise, oversee staff, and trade players. In addition, students will learn to market themselves as professionals. They will learn how to prepare a resume, interview for jobs, fill out job applications, write business letters and build a career-focused portfolio. Students are encouraged to join and participate in DECA, a marketing association for students. Through DECA, students will enjoy field trips, guest speakers, community service work, fundraisers and statewide competitive events.

- Work with Tulsa area businesses marketing projects, when available
- Develop problem solving & critical thinking skills through sales situation role plays
- Discover concepts & techniques to create dynamic business documents & professional sales presentations

### College Credit

College credit may be available through RSU or OSU-Institute of Technology. For more details call the college relations office at 918-828-5205. All college credit is awarded by the college/university.

### Prerequisites

Basic computer literacy

### Career Majors/Courses

#### Sports & Entertainment Marketing Assistant

##### Courses

Intro to Sports Marketing  
Sports and Entertainment Marketing  
Business and Marketing Communications  
Advertising Strategies  
Sales and Sales Promotion  
Career Major Capstone

### Credential/Industry Certifications

Completion certificate

### Employment Opportunities

Tulsa Tech's Career Placement Services team builds partnerships with Tulsa area businesses & industry to create opportunities for work-based experiences and job placement. Job search assistance is provided before and after graduation. Services include with employment information, resume building, refining interview skills and life-time access to the Tulsa Tech Job Connect database. Call Career Placement Services at 918-828-5270 or visit [www.tulsatech.edu/jobconnect](http://www.tulsatech.edu/jobconnect) / email [jobconnect@tulsatech.edu](mailto:jobconnect@tulsatech.edu).

2009-2010 year completion & placement data:

- Total Enrolled: 27
- Completion: 89%
- Completed on-time: 100%
- Job Placement: 88%
- Returning Students: 0%
- OPE ID: 005311 / CIP: 08.9999

### Campus Location

#### Lemley Campus

3420 South Memorial Drive  
Tulsa, OK 74145-1390  
(918) 828-1000  
FAX (918) 828-1009

### Area Salary

For information concerning working conditions, physical requirements, employment and job outlook please refer to the Occupational Outlook Handbook (OOH), 2010-11 Edition at <http://www.bls.gov/oco/>.

Salary information can be found at The Occupational Information Network (O\*NET) Resource Center at <http://www.onetonline.org/>.  
O\*NET-SOC Code: 43-4051.00

### Who Can Attend?

High school students

### Tuition/Fees/Books

- Tuition: \$1,485\*
- Lab & Required Fees: \$135\*
- Additional Required Costs: N/A
- Optional Fees: \$69-\$133

*\*High school students living in the Tulsa Tech school district are not charged tuition, fees & books.*

*Additional required costs: books, equipment, tools, uniforms & supplies.*

### Scheduling Information

#### H.S. / 1 school year:

August - May

#### H.S. sessions:

7:45 - 10:45 A.M.

Check with Admissions Office at 918-828-5260 for start dates.

### Application Process

Apply ON-LINE at [www.tulsatech.edu/apply](http://www.tulsatech.edu/apply). Applications can also be obtained in the counseling offices on any of the campuses; at the Career Services Center located on the Memorial Complex; or by calling 918-828-5200.