



Sports and Entertainment Marketing
Mrs. Deady

Course Outline
First Semester, Fall 2009

9/9	Week 1	Introduction to Course; Chapter 1 World of Marketing	
9/14	Week 2	Monday – commercials discussion Chapter 1 groupwork	
9/21	Week 3	Tuesday – Quiz, Chapter 1 Chapter 2 Sports and Entmt. Connections & Contrasts	
9/28	Week 4	No School Monday; Open House Thursday Chapter 2	
10/5	Week 5	Wednesday – Quiz Chapter 2; Friday prep for TEST on Tuesday	5 week marking period
10/12	Week 6	No School Monday; Tuesday - Test, Chapter 1 & 2 Wednesday - Chapter 3 The Sports Market	
10/19	Week 7	Continue Chapter 3 “A League of Their Own”;	
10/26	Week 8	Wednesday – start Chapter 4 Sports Products;	
11/2	Week 9	No School Tuesday Friday - Test, Chapter 3 and 4	Q1 marking period
11/9	Week 10	No School Wednesday; Start Chapter 5 Product & Price Decisions	
11/16	Week 11	Thursday - Quiz Chapter 5	
11/23	Week 12	Marketing to Children Thanksgiving Break, Wed, Thurs, Fri	
11/30	Week 13	Chapter 6 Sports Market Research and Outlets	
12/7	Week 14	Monday - Quiz Chapter 7 Friday - Chapter 7 Branding and Licensing	5 week marking period
12/14	Week 15	Thursday – Quiz Chapter 7	
12/21	Week 16	“The Santa Clause” No School Thursday and Friday	Winter Break until January 3rd
1/4	Week 17	Chapter 8 Sports Promotion	
1/11	Week 18	Quiz Chapter 8 on Thursday or Friday	
1/18	Week 19	No School Monday Wednesday - TEST Chapters 5 – 8	Q2 Marking period
1/25		REGENTS EXAMS	