

aligned to BPA, DECA and FBLA Knowledge Standards

Kaser's Sports and Entertainment Marketing, 5E

Teach with real-world marketing strategies, real people and events.

9780357124970	Student Edition
9780357362570	MindTap (1-year access)

[Request a Sample](#)

More purchasing options available. [Ask your Sales Consultant.](#)

OVERVIEW

Sports and Entertainment Marketing, 5E expertly introduces industry skills from market planning to promotions and selling with popular sports and entertainment industry examples as the foundation for learning marketing concepts. Crucial topics like the channels of distribution, global issues, customer service and economic principles make direct connections to real-life businesses, famous athletes, and celebrities. Students work in teams to build out an expansive marketing portfolio as they apply marketing functions to real-world scenarios and strategies from awards show nominations, to analyzing super bowl ads, to planning successful product endorsements. Chapter content, features, and critical-thinking activities lead students to analyze the merits of marketing roles from influencers to third party social media companies as well as emerging strategies in social networking, data collection, fan engagement and promotions. Features throughout the textbook encourage students to research, solve problems related to exciting industries, and present their findings via group projects and preparation for BPA, DECA, and FBLA competitive events.



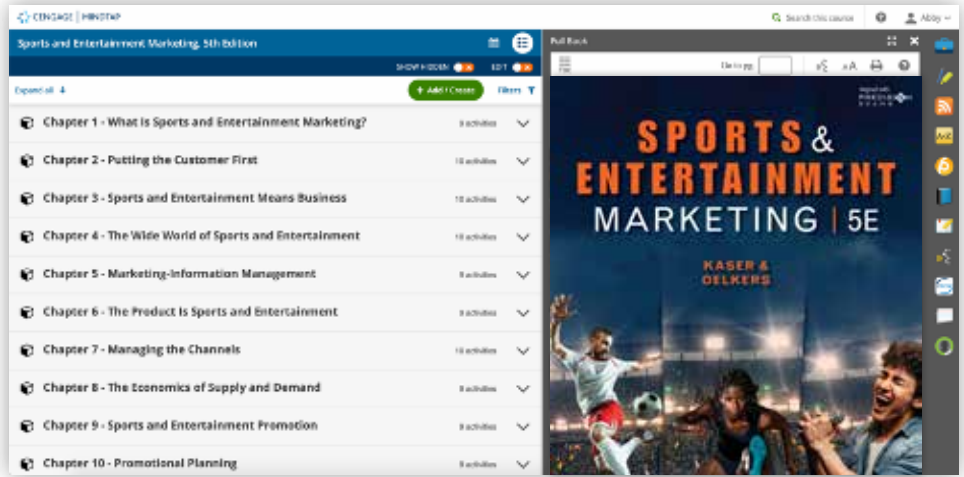
CHAPTERS

- | | | |
|--|--|---|
| 1What is Sports and Entertainment Marketing? | 6The Product is Sports and Entertainment | 11Selling Sports and Entertainment |
| 2Putting the Customer First | 7Managing the Channels | 12The Marketing Game Plan |
| 3Sports and Entertainment Means Business | 8The Economics of Supply and Demand | 13Sports and Entertainment Legal Issues |
| 4The Wide World of Sports and Entertainment | 9Sports and Entertainment Promotion | 14Business Ownership and Leadership |
| 5Marketing-Information Management | 10Promotional Planning | 15Scoring a Career |

MindTap is the online solution for in-class, hybrid or distance learning.

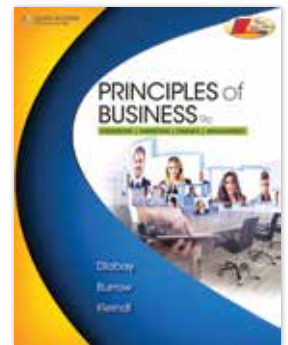
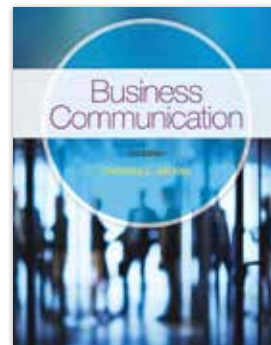
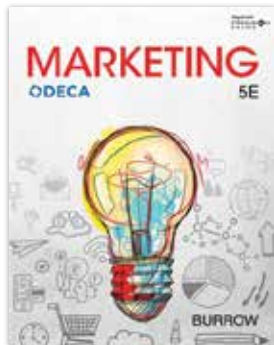
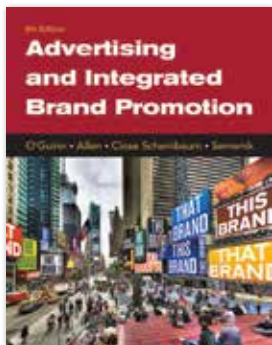
Stay Current with RSS Feeds

MindTap offers curated up-to-date articles from professional marketing journals teachers can choose to incorporate into their class for discussion or additional projects.



[Request Trial Access to MindTap](#)

MindTap is available for over 250 CTE courses and offers full support for your Career Pathway.



[Ask your Sales Consultant about more solutions for your school](#)

WHAT'S NEW

This edition has been updated to NBEA standards, the Precision Exams Sports and Entertainment Marketing industry certification, and current CTSO performance indicators. Updates include timely analysis of the impact of COVID-19 and emphasize the need for managing through disruption and creative solutions. All figures and stats have been updated to provide relevant information and examples of current marketing trends and strategies.



Winning Strategies

Winning Strategies begin each chapter and have been updated to highlight recent industry trends that have led to successful campaigns, ranging from the impact of streaming and virtual reality to luxury movie theater experiences, to data analytics, to smart phone engagement and promotions, with industry leaders ranging from Netflix to the Dallas World Aquarium.

Social Media MARKETING



Social Media Marketing features investigate successful social media marketing strategies from corporate t-shirt video campaigns to third party media companies and personal data collection.

Build Your PORTFOLIO



NEW Build Your Portfolio features direct students to the artifacts they create in each chapter that can be added to a career portfolio to display examples of creativity, industry knowledge and career skills. MindTap includes directions and suggestions for setting up their career portfolio.

Communication CONNECTION



Communication Connection provides an opportunity for students to enhance their written communication skills as they take on the role of journalists and publicists to write real-world deliverables from newspaper articles to interviews to a simulated press conference.

MATH IN MARKETING



Math in Marketing features include application activities with critical-thinking questions, requiring students to estimate, calculate and perform other math functions related to pricing and revenue, to royalty rights, advertising costs and CPM.



JUDGEMENT CALL



Judgement Call features examines legal and ethical issues from the real-world as they relate to the sports and entertainment industry from athlete sponsorships to conflict of interest and negotiating pay to securing user data.

Take a Bow



Take a Bow boxes offer personalized stories of industry super stars from David Beckham to Taylor Swift and encourage further research to further understand the strategies that made them successful.



Winning Edge features have been updated to current performance indicators to prepare students for BPA, DECA and FBLA competitive events.

Extra Innings end-of-chapter Projects offer team activities for students to apply skills learned in the reading to a real-world scenario while Case Studies ask students to think through the cause and effect of recent industry trends and generate solutions.

PRECISION EXAMS by youscience

This edition correlates to Precision Exams':

Sports & Entertainment Marketing Exam (416)

[CLICK HERE](#)

Learn more about Precision exams for end-of-course student certifications

[CLICK HERE](#)

For more information,
Contact your
Sales Consultant at:

**NGL.Cengage.com/
RepFinder**