

# Sports & Entertainment Marketing

## Student Note Taking Guide, 2020-21 School Year

### Unit 12 Student Notes Guide: Sports & Entertainment Careers

#### OVERVIEW

*Unit twelve focuses on the broad range of career opportunities in the sports and entertainment industry. In this section, it is important to distinguish the difference between potential careers in operations and those careers in business. The incredible growth of the sports and entertainment marketing field provides increased opportunities for business careers within the industry.*

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#### OBJECTIVES

- 1) Identify the four primary career segments available in the sports industry
  - 2) Identify career opportunities specific to entertainment
  - 3) Discuss the future of the SEM job market
  - 4) Discuss the preparation required for a career in SEM
  - 5) Explain why a cover letter and resume are important
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#### LESSONS

**Lesson 12.1** Careers in Sports

**Lesson 12.2** Careers in Entertainment

**Lesson 12.3** Preparing for Sports and Entertainment Marketing Careers

**Lesson 12.4** Cover Letters & Resumes

**Lesson 12.5** The Job Market

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#### KEY TERMS

**Career Development**

**Cover Letter**

**Resume**

## Lesson 12.1

### Careers in Sports

Industry size and scope

- 1.
- 2.
- 3.

Sports operations careers involve

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Potential career paths

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

*Corporate sports marketing careers*

Many major corporations like Pepsi, Coca Cola, Visa, American Express, and Federal Express employ individuals to

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Potential positions in corporate sports marketing

- 1.
- 2.
- 3.
- 4.
- 5.

*Sports business careers*

Careers in sports business focus on

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Potential sports business career paths

- 1.
- 2.
- 3.
- 4.
- 5.

*Recreation and fitness sports business careers*

Potential careers

- 1.
- 2.
- 3.
- 4.
- 5.

## Additional sports related career fields

1. Sports agencies and professional services
  - a. Specialty services examples
    - i.
    - ii.
    - iii.
  - b. Sports agents
    - i.
    - ii.
  - c. Celebrity Speakers Bureau
2. Facility management
  - a.
  - b.
3. Sports associations and governing bodies
  - a.
  - b.
4. Sports \_\_\_\_\_
5. Sporting goods, footwear and apparel
  - a. Manufacturers
    - i.
    - ii.
  - b. Wholesalers
    - i.
  - c. Retailers
    - i.
    - ii.

## **Lesson 12.2**

### **Careers in Entertainment**

- A. Potential career paths within segments of the entertainment industry
  - 1. Gaming
    - a.
    - b.
  - 2. Music
    - a.
    - b.
  - 3. Acting
    - a.
    - b.
    - c.
  - 4. Comedy
    - a.
    - b.
  - 5. Theme Park
    - a.
  - 6. Travel
    - a.
    - b.
  - 7. Writing
    - a.
    - b.
    - c.
  - 8. Arts
    - a.
    - b.
    - c.

B. Entertainment job functions

1. Specific job functions within the entertainment industry

a.

b.

c.

d.

e.

f.

g.

h.

## Lesson 12.3

### Preparing for Sports/Entertainment Business Careers

- A. Although securing a job in the competitive field of sports and entertainment marketing is challenging, young professionals can begin preparing themselves now
  - 1.
  - 2.
  - 3. Self preparation
    - a.
    - b.
    - c.
  - 4.
  - 5.
  - 6.
- B. Employment tools
  - 1.
  - 2. Define **resume**
  - 3.
  - 4.
  - 5.
- C. Career development
  - 1. Define **career development**
  - 2. Athletes and celebrities aren't the only ones who should be developing a personal brand

3. In addition to creating an effective cover letter and resume, there are a number of ways to build your personal brand
  - a.
  - b.
  - c.
  - d.

D. Interview process

1. How do you prepare for the interview?
  - a.
  - b.
  - c.
  - d.
  - e.
2. After the interview
  - a.
  - b.



## Lesson 12.4

### Cover Letters & Resumes

A. Define **cover letter**

1. An effective cover letter will
  - a.
  - b.
  - c.
  - d.
2. Cover letters should
  - a.
  - b.
  - c.
  - d.
  - e.
  - f.

B. A quality resume will help the individual reach the interview process, resumes that are not well prepared will likely be discarded

1. An effective resume will include
  - a.
  - b.
  - c.
  - d.
  - e.

## **Lesson 12.5**

### **The Job Market**

#### A. Forecast

1. Does it look like this is a growing field?
  - a.
  - b. Example or statistical evidence that supports your answer
2. How can you make yourself marketable?
  - a.
  - b.
  - c.
  - d.
3. Importance of networking
  - a.
  - b.
4. Expectations
  - a.
  - b.
  - c.
  - d.
  - e.

5. *Realistic* expectations of a sports or entertainment career
  - a. Just because someone works for the Dallas Cowboys does not necessarily mean

Working for Warner Brothers Studios does not mean an employee will

- b. Many times, regardless of degree, job seekers must start with \_\_\_\_\_ positions just to get a foot in the door

#### B. Resources

- 1.
- 2.
- 3.
- 4.
5. Online resources
  - a. *Sports Career Consulting's* Online Career Center ([www.sportscareerconsulting.com](http://www.sportscareerconsulting.com))
  - b.
  - c.
6. Additional sources for job leads
  - a.
  - b.
  - c.
  - d.
  - e.

## ADDITIONAL NOTES

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