

# Sports & Entertainment Marketing

## Unit Twelve Outline, 2020-21 School Year

### Unit 12: 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

#### A. Size and scope

1. The sports industry accounts for over 3 million jobs in the U.S. alone <sup>1</sup>
  - a. There are 12,660 professional US athletes <sup>1</sup>
  - b. Florida's [golf industry](#) creates nearly 167,000 jobs
  - c. Under Armour employs over 5,000 people
  - d. ESPN [employs](#) more than 6,500 employees
  - e. Globally, Nike employs more than 44,000 people
2. The inevitable incorporation of new growth areas such as e-commerce and new technologies points to a broader field with multiple new career opportunities

**\* INSTRUCTOR'S NOTE \***



*Click [here](#) to see an interesting info graphic that provides a general snapshot of the sports industry. It illustrates the size and scope of the industry as a whole while offering a breakdown of the number of jobs created by various industry segments.*

#### B. Sports operations (management) careers

1. Sports operations careers are actively involved with what happens on the court or field and less involved with the business aspect of the field
2. Potential career paths
  - a. Scouting
  - b. Coaching
  - c. Athletic training
  - d. Video coordinator
  - e. Equipment manager
  - f. General manager
  - g. Player development
  - h. Operations
  - i. Strength and conditioning
  - j. Travel and accommodations management
  - k. Performance Analytics
3. Sports operations career profile
  - a. The Video Coordinator for the Portland Trailblazers is responsible for providing video for basketball staff. The basketball staff uses the film to breakdown games and for scouting purposes. This position is extremely important, as video enables a team to gain an inside edge on competitors as they study opponent strategies and player tendencies. The job becomes increasingly demanding during the season, as the team plays many games and he is required to provide video on short notice. <sup>2</sup>

- C. Corporate sports marketing careers
  - 1. Many major corporations like Pepsi, Coca Cola, Visa, American Express, and Federal Express employ individuals to manage their promotional campaigns, domestic and global sponsorship efforts as well as domestic and international sporting events and entertainment
  - 2. Potential positions in corporate sports marketing
    - a. Sports Media Coordinator
    - b. Suite Ticket Manager
    - c. VP of Sports and Entertainment Marketing
    - d. Director of Event and Sponsorship Marketing
    - e. Corporate Communications Manager
      - i. Helps develop the organization's brand and marketing activities
    - f. Business Analytics
    - g. Social Media Manager
  - 3. Corporate sports marketing career profile
    - a. The Sports Partnership Marketing Manager for a Fortune 500 company (Coca-Cola for example) might be responsible for overseeing a \$200 million sports and entertainment marketing budget. He or she might be responsible for all media planning and advertising purchasing for the company's related brands. He or she might also be the company's representation in sponsorship negotiations and/or supervising any events the company is participating in. <sup>3</sup>
- D. Sports business careers
  - 1. Careers in sports business focus on helping the organization achieve its financial goals in some way, shape or form
    - a. Major league sports (NBA, MLB, NFL, NHL, PGA, MLS)
      - i. Tennis, lacrosse, beach volleyball, bowling
    - b. Collegiate sports
    - c. Motor sports
    - d. Action sports
    - e. Minor league sports
    - f. Contact sports (Boxing, MMA)
    - g. Horse racing
    - h. Rodeo
  - 2. Potential sports business career paths
    - a. Ticket sales
    - b. Sponsorship sales
    - c. Marketing
    - d. PR & Communications
    - e. Legal
    - f. Finance and accounting
    - g. Information technologies
    - h. Graphics design
    - i. Box office
    - j. Broadcast and journalism
    - k. Publications
    - l. Customer service
    - m. Game operations

3. Sports business career profile
  - a. The Vice President Public Relations, Madison Square Garden Sports oversees all of MSG Sports business public relations activity relating to the trade, business, consumer media, internal communications and industry relations. The position works closely with all divisions to ensure integrated activities and communication and also works closely with MSG Sports management to create targeted, impactful public relations plans that meet short and long term business objectives, support critical marketing partnerships, and powerfully deliver key messages to target audiences. <sup>4</sup>
- E. Recreation and fitness careers
  1. Because of the broad range of industry segments covered, recreation and fitness careers offer many different career opportunities
  2. Potential careers
    - a. Athletic Director
    - b. Parks and Recreation Director/Manager
    - c. Exercise Physiologist
    - d. Corporate Fitness Director
    - e. Fitness Program Coordinator
    - f. Personal Trainer
    - g. Physical Therapist
    - h. Sports Nutritionist
    - i. Wellness Coordinator
    - j. Recreation Center Director
    - k. Park Planner
    - l. Marketing and Sales Directors
    - m. Finance/Accounting
    - n. Sales Representative
  3. Recreation and fitness career profile
    - a. The Group Fitness Director for the Hawthorn Farm Athletic Club in Portland, Oregon is responsible for managing over 90 hours of classes per week ranging from cycling to aquatics and Pilates and everything in between. He or she might be an ACE and AFFA certified group fitness instructor with additional certifications in BODYPUMP, BODYCOMBAT and Cycling. <sup>5</sup>
- F. Additional sports related career fields
  1. Sports agencies and professional services
    - a. Specialty services
      - i. Sports law
      - ii. Advertising
      - iii. Accounting
      - iv. Sports medicine
      - v. Event management and marketing
      - vi. Sponsorship
      - vii. Collegiate multi-media rights management
        - (a) Learfield Sports, ISP Sports, IMG College
    - b. Sports agents
      - i. "Super" agents such as Scott Boras and Drew Rosenhaus
      - ii. Athlete representation agencies such as IMG
    - c. Celebrity Speakers Bureau
  2. Facility management
    - a. Manage facilities such as stadiums, arenas, golf courses etc.
      - i. Comcast-Spectacor and Global Spectrum
    - b. Concessionaires
      - i. Manage the food and beverage service for stadiums, venues and other sports or entertainment related facilities
        - (a) Aramark, Levy Restaurants, Centerplate, Sportservice

3. Sports associations
  - a. International Olympic Committee (IOC)
  - b. United States Golf Association (USGA)
  - c. United States Youth Soccer Association (USYSA)
4. Sports corporations
  - a. Colorado Springs Sports Corporation
  - b. Oregon Sports Authority
  - c. Florida Sports Foundation
  - d. St. Louis Sports Commission
5. Sporting goods, footwear and apparel
  - a. Manufacturers
    - i. Nike, Adidas, Under Armour, Reebok, Puma
    - ii. Burton, O'Neill
    - iii. Rawlings, Spalding, Wilson
  - b. Wholesalers
    - i. Distribute to retailers from manufacturers
  - c. Retailers
    - i. Champs
    - ii. Foot Locker
    - iii. Dick's Sporting Goods

## **Lesson 12.2**

### **Careers in Entertainment**

- A. Potential career paths within segments of the entertainment industry
  - 1. Gaming
    - a. Video games
    - b. Computer games
    - c. Board games
  - 2. Music
    - a. Songwriting
    - b. Performing
  - 3. Acting
    - a. Television
    - b. Film
    - c. Screenwriting
    - d. Script writing (television)
  - 4. Comedy
    - a. Stand up performer
    - b. Writer
  - 5. Theme Parks
    - a. Theme park engineer
    - b. Theme park management; event planner; coordinator
  - 6. Travel
    - a. Travel director
    - b. Local, domestic, international tours and cruises
  - 7. Writing
    - a. Magazines
    - b. Fiction
    - c. Non fiction
  - 8. Arts
    - a. Painting
    - b. Sculpting
    - c. Illustration
- B. Entertainment job functions
  - 1. Specific job functions within the entertainment industry <sup>6</sup>
    - a. Sales
    - b. Marketing
    - c. Financial management
    - d. Legal work or consulting
    - e. Negotiations
    - f. Personnel management
    - g. General maintenance
    - h. Distribution
  - 2. Entertainment business career profile
    - a. The Senior Vice President of Marketing for Six Flags Amusement Park in St. Louis directs the worldwide strategic marketing initiative for the company. He oversees advertising, public relations, research, sponsorships, promotions and group sales, and works closely with the company's regional vice presidents of marketing, the corporate vice president of public relations and marketing directors at the parks worldwide. <sup>7</sup>



**\* ACTIVITY IDEA \***

*Have students select a segment from either the sports or entertainment industry from the examples listed in lessons 12.1 and 12.2 that interests them. Ask them to conduct some research online and encourage them to find the following information (at a minimum):*

- *Skill requirements*
- *Experience requirements*
- *Pay range*

*Once they track down that information, see if they can find an example of a job opening in that particular segment. Be sure they find a description of the job responsibilities associated with the position. Then, ask them to prepare a cover letter and resume as if they were applying for the position.*

## Lesson 12.3

### Preparing for Sports and Entertainment Marketing 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. Personal skills and passion assessment
  - 2. Matching skills with interests
  - 3. Self-preparation
    - a. Researching
    - b. Learning about the industry
    - c. Becoming an expert in the field
  - 4. Networking
  - 5. Gaining experience
  - 6. Initiating contact and an aggressive job/internship/volunteer search
- B. Employment tools
  - 1. Cover letters
  - 2. The **resume** provides background information about a prospective employee
  - 3. Quality professional and personal references
  - 4. Online profile(s) – LinkedIn, Facebook
  - 5. Employers often request documentation to be submitted electronically via email or via an online website
  - 6. Cover letters, job interviews and resumes are all valuable employment tools for both the employer and prospective employee
- C. Career development
  - 1. **Career development** refers to the process of gaining the skills and knowledge necessary for, in the short term, beginning a career in a desired field and, in the long term, creating opportunities for career advancement
  - 2. Athletes and celebrities aren't the only ones who should be developing a personal brand
    - a. From the *Montreal Gazette*: *"Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You. You're every bit as much a brand as Nike, Coke, Pepsi, or the Body Shop."*
    - b. The career development process includes building your personal brand to become more marketable to prospective employers
  - 3. In addition to creating an effective cover letter and resume, there are a number of ways to build your personal brand
    - a. Reading as much about the industry as you can
    - b. Talking with industry professionals to learn more about the business
    - c. Networking
    - d. Volunteering, participating in an internship opportunity
    - e. Online presence: LinkedIn, blogs, self-branded websites, etc.
      - i. Careful consideration of posts on social media channels is critical to developing your personal brand
        - (a) **Hiring managers will review social media accounts when evaluating whether a potential employee is a good fit with the company**
        - (b) **Think before you post!**





**\* ACTIVITY IDEA \***

*After reviewing this section on personal branding, have students take some time to reflect on their own personal brands. Have them write a brief essay describing their personal brand and why developing and maintaining this brand might be helpful when applying for jobs. Encourage them to create a LinkedIn profile if they don't have one already.*

*Here are a few links that you might want to share with your students to help provide additional guidance:*

<https://frntofficesport.com/go-and-get-it-lessons-in-personal-branding-5522b9c820b4>

<https://frntofficesport.com/4-tips-to-help-you-grow-your-personal-brand-1e7019f14016>

<http://www.sportsnetworker.com/>

**\* INSTRUCTOR'S NOTE \***



*This would be a good time to distribute the student handout marked "Five Keys to the Game" located in the Lesson 12.3 folder on your thumb drive. The handout is a previous SCC blog post which outlines several key criteria for students to consider as it relates to career development. After reviewing the handout, distribute the "career development" assignment, also located in the Lesson 12.3 folder on your thumb drive. The assignment can also be found online in the "assignments" section of the website.*

#### D. Interview process

1. Careful preparation for the interview is essential
  - a. Learn as much as possible about the company and the products and/or services they provide prior to the interview
  - b. The individual should bring a copy of the resume and references for interviewer
  - c. The interviewee must understand what the employer is looking for in prospective employees and tailor their skill sets, cover letter and resume to fit those needs
  - d. Interviewee should dress appropriately
  - e. Interviewee must offer a firm handshake during the introduction and look the interviewer in the eyes
2. After the interview
  - a. The interviewee should send the interviewer a note thanking them for the opportunity and for their time as quickly as possible
  - b. The prospective employee should place a follow up call to employer within one week following the interview



#### **\* ACTIVITY IDEA \***

*Consider staging mock interviews in class. Post a few fictitious jobs, encourage students to apply, then engage in practice interviews in class. Remind them to think about their personal brands as they go through the process.*

## Lesson 12.4

### Cover Letters & Resumes

- A. The **cover letter** (also known as a letter of introduction or letter of application) tells the employer the type of position the individual is seeking and specifically how the applicant is qualified to fill the job opening
  - 1. An effective cover letter will:
    - a. Draw the attention of the reader
    - b. Encourage careful review of the resume
    - c. Successfully highlight key personal achievements
    - d. Explain why the candidate's skill set is an effective match for the position
  - 2. Cover letters should:
    - a. Be addressed to prospective employer
    - b. Specifically identify the position being offered
    - c. Include a description of skill matches (qualifications)
    - d. Highlight specific, applicable achievements
    - e. Reaffirm interest in position
    - f. State willingness and desire to meet face to face (interview)
- 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. Contact information
      - i. Name
      - ii. Address
      - iii. Telephone number
      - iv. E-mail address
    - b. Experience and employment history
      - i. Description of duties and responsibilities
      - ii. Traditionally listed in reverse chronological order
    - c. Education
      - i. List of schools attended and degrees earned
      - ii. Should include dates attended and related coursework
      - iii. Include list of certificates, training, and/or licenses obtained
    - d. Personal achievements
      - i. List of affiliations with personal or professional organizations including volunteer or charitable organizations
      - ii. Include personal and professional awards or recognition
    - e. Reference list
      - i. List of people prospective employers may contact for more information regarding an applicant
      - ii. Include the name, title, name and location of business, telephone and fax number, and e-mail address
      - iii. Avoid using family members as references
      - iv. Portfolio (collection of relevant work) might be requested by some employers

## Lesson 12.5

### The Job Market

#### A. Forecast

1. Although the competition for careers in sports and entertainment business is fierce, the field has experienced and will continue to experience rapid growth
  - a. The expansion of major league sports, growth of minor league sports and rapid expansion of sports related ventures by corporate giants like Disney, Warner and Fox indicate continued growth in job opportunities
  - b. Introduction of new entertainment and the rise in popularity of existing entertainment opportunities (action sports, rodeos, fishing)
2. Making oneself more marketable as an individual becomes increasingly important
  - a. Gain experience
  - b. Become knowledgeable
  - c. Have a *desire* to learn (anyone is willing to learn, not everyone truly *wants* to learn)
  - d. Strong references
    - i. Job seekers in sports and entertainment must perform well when given the opportunity to gain the confidence of employers
      - (a) Strong performance will result in positive recommendations for future positions, either within the existing organization or with another company
3. Importance of networking
  - a. It is often said that “it isn’t what you know but rather who you know.” That couldn’t be more accurate when it comes to the business of sports and entertainment and the employment process.
  - b. The development of a strong network and ability to impress employers with hard work, dedication and effective job performance are paramount in building a career in the sports and entertainment industry
  - c. Use of social media such as LinkedIn and Facebook can influence the employment process, both positively and negatively. While enabling people to connect with potential employers, it has also led to applicants being “shut off” because of “inappropriate” messages or pictures posted to social media accounts. Employers do check these sites!
4. Expectations
  - a. Careers in the sports and entertainment industry are in extremely high demand. Because of that demand, employers are in a position to offer lower salaries than similar positions in other industries.
    - i. According to sportscareers.com, there is an overabundance of people seeking work in sports and willing to work for less money
  - b. Job seekers must recognize the level of commitment required by professionals in the sports and entertainment industry. Most jobs require long hours on a pretty consistent basis.
  - c. A willingness to make sacrifices is paramount
    - i. According to sportscareers.com, the average sports worker will change jobs 8 times, and make 3 career changes, contributing to an annual industry turnover rate nearing 65% <sup>8</sup>
    - ii. Job seekers should be willing to move because there are only a limited number of potential positions in each respective market
  - d. Competition for jobs in sports and entertainment is very high. As such, a positive attitude, strong work ethic and track record of success on-the-job are all essential characteristics for distinguishing candidates from one another

- e. General manager of the Atlanta Braves, John Coppolella, offers the following sports industry career advice to young fans: *"Look for internships. Don't worry about the money. Work hard & don't have expectations beyond being part of a team. Assume nothing."*
    - i. Click [here](#) for more career advice from Mr. Coppolella at cnbc.com.
  - f. Although sports and entertainment professionals often make less money and work longer hours than a similar position outside of the industry, one thing remains constant: most sports and entertainment industry professionals enjoy going to work every day.
- 5. Realistic expectations of a sports or entertainment career
  - a. Just because someone works for the Dallas Cowboys does not necessarily mean they will be watching games every Sunday from a luxury suite. Working for Warner Brothers Studios does not mean an employee will be hanging out with Natalie Portman or Dwayne Johnson on weekends.
  - b. Many times, regardless of degree, job seekers must start with entry level positions just to get a foot in the door
- B. Resources
  - 1. Industry books, magazines, periodicals and trade journals
  - 2. Newspapers
  - 3. Guidance counselor
  - 4. School career centers
  - 5. Online resources
    - a. Monster.com
    - b. <http://www.nikebiz.com>
    - c. <http://www.corporate.disney.go.com/careers>
    - d. <http://www.teamworkonline.com>
    - e. <http://www2.ncaa.org/portal/employment>
    - f. <http://www.warnerbroscareers.com>
    - g. <https://www.linkedin.com/>
  - 6. Additional sources for job leads <sup>9</sup>
    - a. Company personnel offices
    - b. Cooperative education experiences
    - c. Employment agencies
    - d. Family and friends
    - e. Former employers
    - f. Internships
    - g. Job fairs
    - h. Newspaper ads
    - i. Placement agencies
    - j. School personnel, such as career development coordinators, counselors and teachers
- C. Forecast
  - 1. Although the competition for careers in sports and entertainment business is fierce, the field has experienced and will continue to experience rapid growth
  - 2. Click [here](#) for advice from over 25 industry professionals on working on social media and sports from industry expert Jessica Smith

## Unit 12 Key Terms Defined:

**Career Development:** Refers to the process of gaining the skills and knowledge necessary for, in the short term, beginning a career in a desired field and, in the long term, creating opportunities for career advancement

**Cover Letter:** Tells the employer the type of position you're seeking and specifically how the applicant is qualified to fill the job opening

**Resume:** Provides background information about a prospective employee

## Unit 12 References & Resources:

- 1) <http://www.top-business-degrees.net/sports>
- 2) [http://www.nba.com/blazers/community/Learn\\_More\\_About\\_Raman\\_Sposato-100949-41.html](http://www.nba.com/blazers/community/Learn_More_About_Raman_Sposato-100949-41.html)
- 3) <http://www.onlinesports.com/sportstrust/sports10.html>
- 4) <http://sportsprblog.com/blog/2009/07/03/job-opening-vp-public-relations-msg-sports>
- 5) <http://www.hfac.com/programs/fitstaff.htm>
- 6) [http://www.entertainmentcareers.cc/encar/business\\_careers/business\\_careers\\_index.htm](http://www.entertainmentcareers.cc/encar/business_careers/business_careers_index.htm)
- 7) [http://www.sixflags.com/investor\\_exe\\_bios.asp](http://www.sixflags.com/investor_exe_bios.asp)
- 8) <http://www.sportsnetworker.com/2009/08/10/top-14-career-changing-tips-in-sports/>
- 9) *NC Education Center*, Objective 9.02

## TEACHER'S NOTES

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