

Student Notes Guide

Unit 12: Sports & Entertainment Marketing Fundamentals

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.

KEY TERMS

Career Development

Cover Letter

Resume

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

LESSONS

LESSON 12.1	Careers in Sports
LESSON 12.2	Careers in Entertainment
LESSON 12.3	Preparing for Sports & Entertainment Business Careers
LESSON 12.4	Cover Letters & Resumes
LESSON 12.5	The Job Market

LESSON 12.1

Careers in Sports

True or false: There are more than 3 million people employed in the sports industry in the United States alone.

Sports operations careers involve:

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:

Potential positions in corporate sports marketing:

Sports business careers

Careers in sports business focus on:

Potential sports business career paths:

Recreation and fitness sports business careers

Potential careers:

Additional sports related career fields

Potential careers:

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

LESSON 12.2

Careers in Entertainment

List potential career paths within segments of the entertainment industry:

Gaming

- 1.
- 2.
- 3.

Music

- 1.
- 2.
- 3.

Acting

- 1.
- 2.
- 3.

Comedy

- 1.
- 2.
- 3.

Theme Park

- 1.
- 2.
- 3.

Travel

- 1.
- 2.
- 3.

Writing

- 1.
- 2.
- 3.

Arts

- 1.
- 2.
- 3.

LESSON 12.3

Preparing for Sports & Entertainment Business Careers

True or false: Although securing a job in the competitive field of sports and entertainment marketing is challenging, young professionals can begin preparing themselves now.

What are six things you could do now to begin preparing for a career in SEM?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Employment Tools

What are three examples of employment tools?

- 1.
- 2.
- 3.

Employment Tools

What is **career development**?

What is a **personal brand**?

What are five ways you can build your personal brand?

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

True or False: Careful preparation for an interview is overrated.

What are three tips for interview prep?

- 1.
- 2.
- 3.

Cover Letters & Resumes

What is a **cover letter**?

An effective cover letter will:

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

Cover letters should:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

An effective resume will include:

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

LESSON 12.5

The Job Market

True or false: Although the competition for careers in sports and entertainment business is fierce, the field has experienced and will continue to experience rapid growth.

How can you make yourself more marketable and continue to build your personal brand?

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

What is **networking**?

What can you expect from a career in sports and entertainment?

How can an industry certification from Sports Career Consulting help you to kick start your career?

Additional Notes
