

*Virtual Business - Sports and Entertainment gives students the opportunity to “work” in the exciting sports and entertainment world. The online simulation teaches students the hard business decisions that go into the sports and entertainment events the students enjoy in real life. Students handle promotion, ticket pricing, stadium operations and staffing, sponsors, concessions, concert booking and promotion, and more.*

*This sim is ideal for teaching sports and entertainment marketing, business/sports management, general marketing courses, and entrepreneurship.*

*The business of entertainment, including movies, concerts, theme parks, and sporting events have a tremendous impact on our economy and provide many career opportunities. These activities are global in their reach and impact.*

*Sports marketing is a growing division of the marketing field that focuses on the business of sports and the use of sports as a marketing tool.*

*This class will provide students with an over-view of the sports and entertainment field from a business and marketing perspective.*

*Birmingham City Schools does not discriminate on the basis of race, ethnicity, color, religion, national origin, sex, disability, age, or homeless status in its programs, activities or employment and provides equal access to the Boy Scouts and other designated youth groups. The following persons have been designated to handle inquiries regarding non-discrimination policies: Ms. Maria Lyas, 504 Coordinator, 2015 Park Place N. Birmingham, AL 35203, (205)231-9874, myoung2@bhm.k12.al.us; and Mrs. Amanda Cross, Esq., Title IX Coordinator & ADA Coordinator, 2015 Park Place N. Birmingham, AL 35203, (205)231- 4308 , titleIX@bhm.k12.al.us (Title IX); across@bhm.k12.al.us (ADA).*

## G.W. CARVER HIGH SCHOOL SPORTS MARKETING AND ENTERTAIN- MENT



