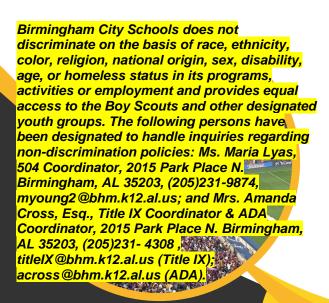
Virtual Business - Sports and Entertainment gives students the opportunity to "work" in the exciting sports and entertainment world. The online simulation teaches students the hard business decisions that go into the sports and entertainment events the students enjoy in real life. Students handle promotion, 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.





SPORTS
MARKETING
AND
ENTERTAINMENT



