

**Sports and Entertainment Marketing, Grade 12 – University Preparation  
IDC 4U7**

This university level business course is designed for students who are interested in sports, entertainment, and event marketing. Emphasis is placed on the following principles as they apply to the industry: basic marketing, event marketing, promotion, sponsorship, implementation of sports/entertainment marketing plans, branding, licensing, and naming rights; endorsements, business foundations: concessions and on-site merchandising; safety and security; and human relations.

**Prerequisite:** Any University, University/College, or College preparation course in Business Studies, English, or Canadian and World Studies