

Sports and Entertainment Marketing: A Global Perspective

Overview

India's Rs. 1,094 billion media and entertainment industry is poised to grow at 13.9 per cent over the next five years to reach Rs. 1,964 billion by 2019, according to a report by KPMG in India for FICCI (2015). According to a KPMG-CII Report "Business of Sports" (2014), the Indian sports market is catching up fast, with recent commercial success of professional leagues in various sports. This unprecedented boom is creating huge demand for professionally trained managerial talent in the sports and entertainment sector. With India emerging as a premier producer and consumer for sports and entertainment, numerous career opportunities have emerged lately. The course provides a foundation for entry into middle level marketing and management positions in sports and entertainment-related industries, and provides insights into marketing that can be applied to any business that seeks to attract passionate consumers.

In this course, the sports and entertainment industry will be analyzed as a business by applying marketing and management theories. An interdisciplinary approach is adopted in developing the ability to address the array of problems and opportunities faced by sports and entertainment marketers. Some of the topics include: sports and entertainment consumer behavior; marketing strategies; global cultural differences; celebrity branding; event planning; promotions (advertising, sponsorship, endorsements); venue management; crowd and safety control; and licensing. The marketing strategies in the sports and entertainment industry (including movies, television, music, performing arts, team sports, spectator sports, participatory sports, and personal fitness and wellness) will be examined from a global perspective. Through a pedagogical mix of case studies, lectures, role plays, debates, videos, experiments, assignments, field research, consulting project, presentations and discussions, the course participants will be provided with a real-life extensive immersion on about how marketing theory can be applied to sports and entertainment.

After completing the course, participants will be able to understand and analyze: the scope and growth of the sports and entertainment industry; behaviors of sports fans and entertainment consumers; when and why corporations want to sponsor sports; why sports teams and organizations need corporate sponsors; how sports and entertainment marketers use social media; how to target specific groups of fans; how to brand a new movie for a global launch; how to create, implement and evaluate sports and entertainment marketing campaigns; and how to use a marketing perspective to develop and manage a film production or a sports venue.

This course is organized in two modules that should be taken together. The topics in one of the modules will expose the participants to the entire gamut of Sports Marketing. The topics in this module will include sports, athletics, recreation, amusement/theme parks, sports tourism, sporting goods, sports sponsorship, casino gaming, etc. In the other module, issues in Entertainment Marketing will be emphasized, with insights from movies, music, television programming, broadcasting, cable, performing arts and culture.

Modules	Sports and Entertainment Marketing : Dec 17, 2015 - Feb 18, 2016
You Should Attend If...	Number of participants for the course will be limited to fifty. <ul style="list-style-type: none">▪ you are a second year MBA student with marketing as one of your specialization▪ you are a marketing faculty from an academic institution▪ you are an industry professional with interests in Sports and Entertainment Marketing
Fees	The participation fees for taking the course is as follows: Industry/ Research Organizations: INR 10000 Student of an Academic Institutions: INR 1000 to IIM Ranchi and INR 500 to register in the GIAN portal Participants from abroad : US \$500 The above fee include all instructional material. The participants will be provided with accommodation on payment basis.

The Faculty



Dr. Avinandan Mukherjee is Dean of the College of Business, and Professor of Marketing and International Business at Clayton State University, Metro Atlanta, Georgia, USA. Dr. Mukherjee has a Doctoral degree from IIM Ahmedabad, and has taught as tenured or tenure-track faculty with leading universities in USA, UK, Singapore and India. His research interests include Marketing of Services, Sports and Entertainment Management, Pharmaceutical Marketing, Healthcare Management, and International Strategic Management. Dr. Mukherjee is the Editor of the *International Journal of Pharmaceutical and Healthcare Marketing* published by Emerald.



Dr. Soumya Sarkar is an Assistant Professor of Marketing at Indian Institute of Management Ranchi. Other than in IIM Ranchi, he has taught in IIM Udaipur and XIM Bhubaneswar. He is a Fellow in Management (equivalent to PhD) from IIM Calcutta. His research interests cover Branding, Business-to-Business Marketing, Movie Marketing, and Popular Indian Culture. He has published in Journal of Brand Management.

Course Co-ordinator

Prof. Soumya Sarkar

Phone: +91 651 2280083

E-mail: soumya.s@iimranchi.ac.in

<http://www.gian.iitkgp.ac.in/GREGN>