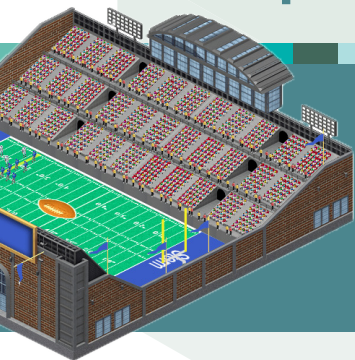


Virtual Sports & Entertainment Marketing Internship Program



Are you finding it challenging to secure internship opportunities for your sports and entertainment marketing students locally, or want help for them to meet career readiness standards?

Our **Virtual Sports & Entertainment Marketing Internship Program** can expose your students to the exciting and high demand sports & entertainment industry. This year-long program prepares students prior to stepping into a physical workspace, and gives them the opportunity to test and try concepts in a risk-free simulated environment. And unlike a physical internship, your students will get to experience and manage all aspects of large scale events and promotions. They'll gain valuable skills and get to uncover which areas they like most and where they'd like to focus in the future, or major in at college.

Key Benefits

- Ideal for sports and entertainment marketing, business/sports management, general marketing, and entrepreneurship students
- Students handle promotions, ticket pricing, stadium operations and staffing, sponsorships, concessions, concert booking and more
- Students learn the benefits of social media and advertising to target various demographics
- Meets career readiness, preparation, and workplace essential standards
- Includes an exciting end-of-year culminating project
- Gives teachers all the lessons, activities, tools, and resources to help students find success

Lesson Topics

Workplace & Internship Readiness Course

- Know Yourself
- From Classroom to Employment
- Workplace Behavior
- Communicating at Work
- Teamwork Makes the Dream Work
- Managing Your Time, Energy, and Money
- Protecting Yourself and Your Employer
- Bringing it Together and Becoming a Leader

Virtual Business Sports & Entertainment Simulation

- Ticket Pricing & Stadium Staffing
- Promotion & Social Media
- Concessions
- Picking & Promoting a Band
- Sponsorships
- Parking & Revenue
- Ingress & Egress
- Player Management
- Sports & Entertainment Mogul

LMS Compatibility

Pricing

1-Year School License: (Unlimited Teacher and Student License) \$1,200

**Virtual Schools Call for Pricing*

Learn more about the **Virtual Sports & Entertainment Marketing Internship Program**

KnowledgeMatters.com/Internships

877-965-3276

