



Textbook Recommendation to the Board of Education

Subject/Course: Sports and Entertainment Marketing
First Presentation BOE Meeting Date:

Grade Level: 9, 10, 11, 12
Second Presentation BOE Meeting Date:

Describe need for the textbook/materials:

- New Course, curriculum is designed to embed case studies as a means to learning marketing strategies. This text provides numerous case studies and accommodates the real world applications for the content.

Listed below are textbooks/materials evaluated by the Textbook Selection Committee:

| Subject/ Course | Title of Book | Author(s) | Edi- tion | Copyright Date | Publisher | Rubric Score Total | Readability |
|--------------------|------------------------------------|----------------------------------|--------------|-------------------|-----------|--------------------------|-------------|
| | Sports and Entertainment Marketing | Ken Kaser and Dotty Boen Oelkers | 4th | 2016 | Cengage | 52 | |

Only one text book is on the market for the theme of sports and entertainment marketing.

The following textbook(s)/materials are recommended by the Textbook Selection Committee

| Subject/ Course | Title of Book | Author(s) | ISBN # | Edi- tion | Copyright Date | Publisher | City, State Of Publisher | Publisher Website |
|--------------------|------------------------------------|----------------------------------|---|--------------|-------------------|-----------|--------------------------------|---|
| | Sports and Entertainment Marketing | Ken Kaser and Dotty Boen Oelkers | ISBN 10: 1133602444 / ISBN 13: 9781133602446 | 4 | 2016 | Cengage | Boston, MA | https://www.cengage.com/c/sports-and-entertainment-marketing-4e-kaser/9781133602446#compare-buying-options |

Reasons for recommendation (include information on match to curriculum concepts and skills):

This text meets the case study demands of the curriculum and the marketing requirements posed by the CT Marketing standards and provides the rigor to be a second course in the marketing pathway for CTE.

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| Student Materials Needed | | | | |
|--------------------------|---|---------------|------------|------------------------------------|
| Quantity | Item Name | Cost Per Item | Total Cost | Distribution: #Texts per School |
| 136 | Bundle Sports and Entertainment Marketing Updated, Precision Exams Edition, 4th Student edition + MindTap (6-year access) | 70.00 | 9520 | 68 |
| | | | | |

| Teacher Materials Needed | | | | |
|--------------------------|-----------|---------------|------------|-------------------------------|
| Quantity | Item Name | Cost Per Item | Total Cost | Distribution: # per School |
| | | | | |

| TOTAL COST | |
|--|------|
| Total Cost for Student Texts/Materials | 9520 |
| Total Cost for Teacher Materials | 0 |
| GRAND TOTAL | 9520 |

| Textbook Selection Committee | | |
|------------------------------|--------|---------------------|
| Staff member | School | Grade/Course Taught |
| Sharon Jacques | BEHS | Marketing |
| Michelle Cote | BCHS | Marketing |