



Branding the Business of Sports in Iowa

You don't have to be a professional athlete to have a career in sports. Learn how Iowa's professionals have branded their successful careers.

Event Components:

This pre recorded event explores career opportunities in athletics across Iowa. Learn how to be a key player beyond being on the field.

Service Area:

Business

Audience:

Iowa Students

State Standards Covered:

- Business 2.7.2 - Describe the impact of a social media brand on the achievement of organizational objectives.
- Business 12.3.1 - Assess personal interests and skills needed for success in business.

For Educators & Students:

Pre-Event Questions to Consider

- What type of careers are available in athletics?
- How do sports teams utilize social media platforms for marketing their brand?
- Are student athletics permitted to accept brand endorsements?

Post-Event Questions to Consider

- What are some examples of social media platforms that are used for marketing?
- How do athletic teams impact local economies?
- What type of education or training is useful for a career in sports marketing?