

## SPORTS AND ENTERTAINMENT MARKETING

*Sports and Entertainment Marketing* is a specialized marketing course that develops student understanding of the sport/event industries, their economic impact, and products; distribution systems and strategies; pricing considerations; product/service management, and promotion. Students acquire an understanding and appreciation for planning. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Participation in cooperative education is an optional instructional method, giving students the opportunity to apply newly acquired marketing skills in the workplace.

- DOE Code: 5984
- Recommended Grade Level: 11, 12
- Required Prerequisite: Principles of Marketing
- Credits: 2 semester course, 1 credit per semester, 2 credits maximum  
Counts as a Directed Elective or Elective for all diplomas

### Application of Content

Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences.

### Career and Technical Student Organizations (CTSOs)

Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in Business Professional of America, DECA, or Future Business Leaders of America, the CTSOs for this area.

## Content Standards

### Domain – Business Administration/Economics

**Core Standard 1** Students establish business fundamentals as they apply to the sport/event industries.

#### Standards

- SEM-1.1 Discuss the nature of the sports/event industries and the impact on communities
- SEM-1.2 Explain the nature of sport and event marketing
- SEM-1.3 Describe the role of governing bodies in the sport industry
- SEM-1.4 Explain the international trade considerations for sport/event industries (customs, exchange rates, use of financial institutions, trade regulations, foreign distributors, government regulation, cultural/value differences)
- SEM-1.5 Explain career opportunities in sport/event marketing

**Core Standard 2** Students evaluate business risks in the sports/event industry to reduce risks' negative impact on a business.

**Standards**

- SEM-2.1 Examine the risks and types of insurance associated with sports/events
- SEM-2.2 Conduct a risk assessment of an event
- SEM-2.3 Develop contingency plans for events (personnel, weather, power outage, damage control)

**Domain – Management**

**Core Standard 3** Students apply and adapt conflict resolution in dealing with customers/clients.

**Standards**

- SEM-3.1 Apply methods of handling difficult customers
- SEM-3.2 Evaluate customer service and conflict resolution concepts

**Core Standard 4** Students apply event management concepts to organize events.

**Standards**

- SEM-4.1 Investigate the scheduling of tournaments and other events
- SEM-4.2 Develop product schedules for events
- SEM-4.3 Apply project management concepts to develop a project plan

**Domain – Distribution**

**Core Standard 5** Students evaluate distribution systems for the sport/event industry.

**Standards**

- SEM-5.1 Describe distribution systems for sport/event industries
- SEM-5.2 Explain the nature of ticket distribution systems

**Domain – Marketing-Information Management**

**Core Standard 6** Students apply and adapt marketing information to promote events.

**Standards**

- SEM-6.1 Explain the need and sources for sport/event marketing information
- SEM-6.2 Use technology to locate sport/event marketing information
- SEM-6.3 Construct internal records of marketing information
- SEM-6.4 Explain types of primary and secondary sport/event market information

**Domain – Pricing**

**Core Standard 7** Students design pricing policies in order to make a profit for an event.

**Standards**

- SEM-7.1 Identify factors affecting pricing of sport/event products (lead time, market demand, market segmentation, smoothing, responding to competitors)
- SEM-7.2 Describe pricing issues associated with sport/event products (cost, value, objectives)

**Domain – Product/Service Management**

**Core Standard 8** Students apply concepts of product mix to sport/event marketing.

**Standards**

- SEM-8.1 Assess elements of the sport/event product

SEM-8.2 Recognize and explain the nature of target marketing in sport/event marketing

SEM-8.3 Identify ways to segment sport/event markets

**Core Standard 9** Students verify elements associated with positioning.

**Standards**

SEM-9.1 Connect the use of licensing, endorsements and naming rights in sports/entertainment marketing

SEM-9.2 Assess the role of agents in sports

SEM-9.3 Identify elements that enhance venue attractiveness (facility—accessibility, trade area/drawing radius, parking; surrounding area—design/layout, amenities, personnel, sense of security)

**Domain – Promotion**

**Core Standard 10** Students evaluate effectiveness of advertising in the sport/event industry.

**Standards**

SEM-10.1 Differentiate advertising media used in the sport/event industries and the components of advertisements

SEM-10.2 Evaluate how emerging technologies are used in advertising (social media, e-mail, viral marketing)

SEM-10.3 Construct sports/events advertising and content using different types of media

SEM-10.4 Explain the nature of direct advertising strategies

SEM-10.5 Describe sport/event industries' utilization of electronic media

SEM-10.6 Choose advertising appropriate for sport/event

**Core Standard 11** Students establish publicity/public relations for sports and events.

**Standards**

SEM-11.1 Create various communications documents, such as but not limited to press releases, newsletters, and media guides

SEM-11.2 Explain media relations in the sport/event industries

SEM-11.3 Establish and cultivate a relationship with the media

**Core Standard 12** Students design a sales promotion plan for a sport or event.

**Standards**

SEM-12.1 Explain the nature of sponsorship in the sports/event industries

SEM-12.2 Identify “out-of-the-box” sales promotion ideas for sports/events

SEM-12.3 Implement ticket sales campaign (Internet, contest/giveaways, pre-promotion of campaign, video scoreboard announcements, sports/sponsorship partnerships); explain venue signage

SEM-12.4 Maximize/Capitalize on celebrity's appearance at event

**Domain – Selling**

**Core Standard 13** Students apply and adapt product knowledge to sales methodologies used in sport/event marketing

**Standards**

SEM-13.1 Explain ticketing and seating arrangements

- SEM-13.2 Apply concepts of selling tickets (ticket plans, new season, etc.)
- SEM-13.3 Establish relationships with sport/event clients/customers/fans
- SEM-13.4 Describe factors that motivate people to participate in/attend sports/events
- SEM-13.5 Justify the selling advertising space in printed and electronic materials (e.g. program, yearbook, media guide, fan guide, team photo cards, etc.)