

Hospitality and Tourism Career Cluster
Advanced Sports and Entertainment Marketing
Course Number: 08.48500

Course Description:

This course provides students opportunities to develop managerial and analytical skills and deepen their knowledge in sports/entertainment marketing. Topical units include: Marketing-Information Management, Selling, Publicity/Public Relations, Sales Promotion, Management of Promotion, Product Mix, Pricing, Positioning, and Marketing Planning.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and perhaps in a formal WBL Program; (2) DECA competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Introduction to Sports and Entertainment Marketing.

Course Standard 1

MKT-ASEM-1

Demonstrate employability skills required by business and industry.

The following elements should be integrated throughout the content of this course.

- 1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.
- 1.2 Demonstrate creativity with multiple approaches to ask challenging questions resulting in innovative procedures, methods, and products.
- 1.3 Exhibit critical thinking and problem-solving skills to locate, analyze, and apply information in career planning and employment situations.
- 1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.
- 1.5 Apply the appropriate skill sets to be productive in a changing, technological, and diverse workplace to be able to work independently, interpret data, and apply team work skills.
- 1.6 Present a professional image through appearance, behavior, and language.

Course Standard 2

MKT-ASEM-2

Evaluate the significance and components of sports and entertainment marketing as a viable industry.

- 2.1 Evaluate the sports and entertainment industry as a viable segment of the economy.
- 2.2 Analyze the components of the marketing mix as they relate to the sports and entertainment industry.
- 2.3 Evaluate the importance of marketing to the sports and entertainment industry.
- 2.4 Analyze growth and trends of sports and entertainment as an industry in local, state, national, and international areas including green technology/marketing.
- 2.5 Research the career opportunities available in the sports and entertainment industry.

Course Standard 3

MKT-ASEM-3

Analyze the importance of planning, organizing, implementing, and controlling sports and entertainment events.

- 3.1 Determine the four functions of management.
- 3.2 Differentiate between the six principles of management.
- 3.3 Recognize various organizational structures and management styles utilized in the sports and entertainment industry.

Course Standard 4

MKT-ASEM-4

Construct a strategic management plan.

- 4.1 Describe the three levels of strategy (i.e. corporate strategies, business strategies, and functional strategies).
- 4.2 Examine the advantages and risks involved during the strategic management process.
- 4.3 Explain the development phase of the strategic management process to include policies, procedures, rules, and environmental analysis.
- 4.4 Develop a strategic plan utilizing the following tools: (1) environmental scanning, (2) Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis if a company is being evaluated or Porter's Five Forces Analysis if an industry is being evaluated, (3) benchmarking, (4) scenario building, and (5) strategic fits.
- 4.5 Explain the nature of channel-member relationships.
- 4.6 Explain legal consideration in channel management.

Course Standard 5

MKT-ASEM-5

Examine operations management and control as they apply to sports and entertainment marketing.

- 5.1 Select an idea and conduct a feasibility study.
- 5.2 Develop a budget and a logistics/operations plan.
- 5.3 Develop a site and a security plan.
- 5.4 Implement a plan which meets the Americans with Disabilities Act requirements.

Course Standard 6

MKT-ASEM-6

Describe the importance of organizing and staffing for sports and entertainment events.

- 6.1 Develop teamwork and collaboration skills needed to reach a common goal.
- 6.2 Develop and implement timelines to have successful and profitable sports and entertainment events.
- 6.3 Develop internal and external communication systems (i.e. memo, team meetings, e-mail/web communications, etc.).

Course Standard 7

MKT-ASEM-7

Dissect the decision making process and analyze several forms of decision making.

- 7.1 Compare and contrast the types of decisions.
- 7.2 Differentiate between the various decision making styles.
- 7.3 Evaluate the various techniques used in group decision making (i.e. brainstorming, the Delphi technique, etc.).

Course Standard 8

MKT-ASEM-8

Interpret legal and ethical behaviors as they relate to the sports and entertainment marketing field.

- 8.1 Analyze the impact of labor unions on the sports and entertainment industry.
- 8.2 Explain licensing, leasing, and royalty agreements.
- 8.3 Discuss the significance of Title IX.
- 8.4 Discuss the federal laws that have an impact on the sports and entertainment industry.
- 8.5 Explain the legal consideration for pricing.
- 8.6 Identify consumer protection provisions of appropriate agencies.
- 8.7 Describe the use of business ethics in promotion.
- 8.8 Describe the regulations of promotion.
- 8.9 Explain business ethics in product/service management.
- 8.10 Explain business ethics in selling.
- 8.11 Describe the nature of selling regulations.

Course Standard 9

MKT-ASEM-9

Evaluate the management functions necessary for college, amateur, and professional sports.

- 9.1 Discuss the role of the National Collegiate Association (NCAA) relative to the sports industry.
- 9.2 Explain the importance of management for professional sports.
- 9.3 Identify the characteristics and roles of sports agents, team owners, and general manager.
- 9.4 Determine the economic impact of a major sporting event for a city or community.
- 9.5 Evaluate the management functions necessary for other categories of sports (i.e. Olympics, Paralympics, international sporting events, extreme sports, etc.).

Course Standard 10

MKT-ASEM-10

Examine the role of sales promotion and advertising as promotional tools in sports and entertainment marketing.

- 10.1 Investigate the use of product placement.
- 10.2 Discuss the relevance of the element of promotion in the sports and entertainment industry.
- 10.3 Develop a promotional plan for sports and entertainment events.
- 10.4 Develop a direct mail offer for sports and entertainment products and events.
- 10.5 Explain the benefits of sponsorship to the sponsor and discuss endorsements and their restrictions.
- 10.6 Choose the appropriate media vehicles for a sport/event (i.e. specific print advertising, radio station, TV, etc.).
- 10.7 Identify “out of the box” sales promotion ideas for sports and entertainment events.
- 10.8 Create and issue a script for game day promotions.
- 10.9 Describe the use of venue signage and select appropriate signage for a sports and entertainment event.
- 10.10 Design sport/event logo, program, and tickets.
- 10.11 Describe the use of technology in promotion including streaming connectivity to fans at events, interactive, and social media.

10.12 Define the importance of branding in sports and entertainment marketing.

Course Standard 11

MKT-ASEM-11

Examine the role of public relations and publicity as a promotional tool in sports and entertainment marketing.

- 11.1 Write a press release for a sports or entertainment marketing event.
- 11.2 Develop and generate a sport/event newsletter.
- 11.3 Discuss the importance of media relations.
- 11.4 Plan a media day for a sport or event.
- 11.5 Compare and contrast the advertising media used in sports and entertainment marketing events.

Course Standard 12

MKT-ASEM-12

Implement strategies needed to collect, organize process, transmit, and communicate research information.

- 12.1 Explain the purpose of sports and entertainment marketing research.
- 12.2 Explain the steps in the marketing research process as it applies to the sports and entertainment industry.
- 12.3 Summarize and analyze marketing research data.
- 12.4 Evaluate the impact of target marketing in the sports and entertainment industry.
- 12.5 Describe regulations of marketing-information management.
- 12.6 Discuss the nature of marketing research problems/issues.
- 12.7 Describe methods used to design marketing research studies (i.e. descriptive, exploratory, and casual).
- 12.8 Discuss the nature of sampling plans (i.e. who, how many, how chosen).
- 12.9 Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.).
- 12.10 Explain the use of diaries (e.g. product, media-use, contact).
- 12.11 Explain the use of descriptive statistics in marketing decision-making.
- 12.12 Identify sources of error in a research project (e.g. response errors, interviewer errors, non-response errors, sample design).
- 12.13 Evaluate questionnaire design (e.g. types of questions, questions wording, routing, sequencing, length, and layout).
- 12.14 Assess appropriateness of marketing research for the problem/issue (e.g. research methods, sources of information, timeliness of information, etc.).

Course Standard 13

MKT-ASEM-13

Examine the elements of risk associated with the industry of sports and entertainment marketing.

- 13.1 Define risk.
- 13.2 Describe the categories of risk.
- 13.3 Analyze the four strategies for risk management.
- 13.4 Explain the need for sport/event insurance.
- 13.5 Explain the legal issues and risk as they relate to each area in sports and entertainment marketing in regards to logos, slogans, trademarks, brand names, trade names, trade characters, and protecting all intellectual properties.