

# Sports and Entertainment Marketing

<b>Course Credit</b>	1.0
<b>Grade Levels</b>	9-12
<b>Prerequisites</b>	

**Sports and Entertainment Marketing** is a specialized course designed to offer students an opportunity to gain knowledge and develop skills related to the growing sports and entertainment industry. This course introduces the student to the major segments of the industry and the social and economic impact the industry has on local, state, national, and global economies. The products and services offered to consumers and the impact of marketing on these products and services are examined. The sports marketing portion of the course addresses such diverse products as the sporting event itself, its athletes, sports facilities or locations, sporting goods, personal training, and sports information. Entertainment marketing focuses on events such as fairs, concerts, trade shows, festivals, plays, product launches, and causes.

Foundational standards, shown in the table below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to be incorporated throughout the course.

Each foundational standard completes the stem “*Students will...*”

## Foundational Standards

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, positive work ethic, problem-solving, time management, and teamwork.

3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.

## SPORTS AND ENTERTAINMENT MARKETING CONTENT STANDARDS

Each content standard completes the stem “*Students will...*”

### Marketing

1. Interpret marketing concepts as they apply to sports and entertainment marketing.
  - a. Define and explain *marketing*, *sports marketing*, and *entertainment marketing*.
  - b. Describe the “four P’s” (Product, Price, Place, Promotion) as they apply to sports and entertainment marketing and explain why each is important.
  - c. Define marketing segmentation and its components.
  - d. Explain the marketing functions as they relate to each component of sports and entertainment events.  
*Examples: ticket sales, sponsorships, concessions, merchandise sales*

### Marketing Information Management

2. Apply concepts of marketing information management to sports and entertainment marketing.
  - a. Explain the role of the ethics in marketing information management.
  - b. Describe the use of technology in the marketing information management functions.
  - c. Describe methods businesses use to obtain primary and secondary marketing research data.
  - d. Explain characteristics of effective data-collection instruments and techniques for processing marketing data.

Promotion

3. Compare and contrast the elements of promotion (sales promotion, advertising, personal selling, public relations, and publicity).
  - a. List the advantages and disadvantages of each element of promotion.
  - b. Explain how the promotional elements affect increased sales and growth within a company or industry.
  - c. Describe the use of technology in promotion, including streaming, connectivity to fans at events, interactive media, and social media.
  
4. Discuss the use of public relations and publicity as promotional tools in sports and entertainment marketing.
  - a. Write a press release for a sports or entertainment event.
  - b. Develop and generate a sport or event newsletter.
  - c. Discuss the importance of media relations.
  - d. Compare and contrast the advertising media used in marketing sports or entertainment events.
  - e. Discuss the impact of negative publicity and describe ways to avoid or counter it.
  
5. Interpret the elements of the selling process as they relate to sports and entertainment marketing.
  - a. Identify various sales methodologies used in sports and entertainment marketing.  
*Examples: personal selling, TV, radio, newspaper, telemarketing, web, social media*
  - b. Explain strategies for attracting secondary sales and the difference between ticket brokers and ticket scalpers.  
*Examples: advance ticket sales and other strategies for getting highly sought tickets*
  - c. Evaluate the impact of competition on the profitability of an event.
  - d. Describe sales activities used to generate profit at an event.  
*Examples: merchandise sales, sponsorships, media guides, advertising space*

Branding

6. Interpret branding concepts as they apply to sports and entertainment marketing.
  - a. Explain the importance of branding in sports and entertainment marketing.
  - b. Define and explain terms referring to brands, including *branding, co-branding, brand extensions, and line extensions*.
  - c. Explain the branding functions as they relate to each area in sports and entertainment marketing, including logos, slogans, trademarks, brand names, trade names, trade characters, and protection of intellectual properties.

Finance

7. Apply concepts and processes associated with successful financial planning in sports and entertainment marketing.
  - a. Explain the economic impact of sports and entertainment marketing.
  - b. Discuss the profit motive and describe economic utility as it applies to sports and entertainment marketing.
  - c. Gather and share information about funding and revenue sources for sports and entertainment businesses.
  - d. Discuss pricing strategies and the role of business ethics in pricing.

Product and Event Planning

8. Analyze product and service marketing as it relates to sports and entertainment marketing.
  - a. Describe the use of technology in product and service management.
  - b. Discuss factors used by marketers to position sports and entertainment products and services.
  - c. Describe factors that influence positioning of corporate brands in sports and entertainment marketing.
 

*Example: the importance of developing company branding including venue aesthetics, maintenance, and appeal*
9. Develop a plan to organize, staff, and carry out a sports or entertainment event.
  - a. Demonstrate teamwork and collaboration skills needed to reach a common goal.
  - b. Develop and implement timelines to produce a successful and profitable sports or entertainment event.
  - c. Develop internal and external communication systems needed to carry out a sports or entertainment event.
 

*Examples: memos, team meetings, email, web communications*
10. Develop and present a complete sports or entertainment marketing plan.
  - a. Determine the components of a sports or entertainment marketing plan.
  - b. Explain the role of promotion in a sports or entertainment marketing plan.
  - c. Explain the role of sponsorship in a sports or entertainment marketing plan.
11. Create sports and entertainment campaigns, utilizing effective communication techniques.
  - a. Identify methods of effective communication for a sports or entertainment activity.
  - b. List the steps necessary to prepare a promotional campaign in the sports and entertainment field.
  - c. Demonstrate effective speaking and presentation skills.
  - d. Describe methods of communication that may be used to conduct business with clients and vendors.

Sports Marketing

- 12. Differentiate among the components of the sports marketing industry.
  - a. Differentiate between professional sports and amateur sports.
  - b. Discuss the impact of global marketing on international sporting and entertainment events.
  - c. Describe how management functions differ in college, amateur, and professional sports.
  - d. Explain the personal financial impact of participating in amateur and recreational sports.
  - e. Gather and share information on the impact of sports and sporting events on the economy.
- 13. Evaluate the management functions necessary for college, amateur, and professional sports.
  - a. Describe how the National Collegiate Athletic Association (NCAA) relates to the sports industry.
  - b. Explain the importance of management for professional sports.
  - c. Describe the characteristics and roles of sports agents, team owners, players' organizations, and general managers.
  - d. Determine the economic impact of a major sporting event for a city or community.

Entertainment Marketing

- 14. Analyze the field of marketing as it relates to the elements of the entertainment industry, including television, radio, music, movies, theater, and fine arts.
  - a. Examine the history of each element of the entertainment industry and develop a timeline showing its relationship to the economy.
  - b. Examine the current economic impact of the entertainment industry on local, national, and international markets.
  - c. Examine changes in marketing related to technology and to trends in public opinion.

Legal Issues and Ethics

- 15. Interpret the legal and ethical ramifications of behaviors and practices in the sports and entertainment marketing field.
  - a. Define the term *ethics* as it relates to sports and entertainment marketing.
  - b. Discuss the impacts of unethical behavior.
  - c. Discuss the purpose of contracts and explain why they are needed.
  - d. Explain the importance of copyright laws and trademarks.



16. Discuss the elements of risk associated with the industry of sports and entertainment marketing.
  - a. Define risk and describe the categories of risk.
  - b. Analyze various strategies for risk management.
  - c. Explain the need for event insurance.
  - d. Explain the legal issues and risks related to each area in sports and entertainment marketing, including logos, slogans, trademarks, brand names, trade names, and trade characters, and protecting all intellectual properties.



**Distribution**

17. Arrange effective and efficient channels of distribution for sports and entertainment events.
  - a. Obtain and share information about the distribution systems for sports and entertainment events.
  - b. Explain the distribution process as it applies to the various media, including television, radio, music, movies, theater, and fine arts.
  - c. Describe ethical considerations in channel management for sports and entertainment.
  - d. Coordinate channel management with other marketing activities.



**Career Opportunities**

18. Analyze current trends in sports and entertainment marketing and discuss their impact on employment in the field.

*Examples: street marketing, viral marketing, niche marketing, grassroots marketing, guerilla marketing*

  - a. Research the different career opportunities available in the sports and entertainment marketing industry.
  - b. Discuss the skills and preparation needed for a chosen career in sports and entertainment marketing.