



Sports and Entertainment Marketing

Career Cluster	Marketing
Course Code	12163
Prerequisite(s)	Marketing Principles
Credit	0.5-1
Program of Study and Sequence	Foundation Course – Marketing Principles - Sports and Entertainment Marketing - Capstone Course
Student Organization	FBLA
Coordinating Work-Based Learning	Job shadowing, guest speakers, field trips, informational interview, mentoring
Industry Certifications	N/A
Dual Credit or Dual Enrollment	https://sdmylife.com/prepping-for-college/dual-credit
Teacher Certification	Marketing Cluster Endorsement; *Marketing Management Pathway Endorsement
Resources	N/A

Course Description

Sports and Entertainment Marketing helps students develop a thorough understanding of marketing concepts and theories through sports and entertainment events. Students will develop a thorough understanding of advanced marketing concepts and theories as they relate to the sports and entertainment industries. Students will investigate the components of branding, sponsorships and endorsements, as well as promotion plans needed for sports and entertainment events. The course also supports career development skills and explores career options.

Program of Study Application

Sports and Entertainment Marketing is a pathway course in the Marketing career cluster, sports and entertainment marketing pathway.

Course Standards

SEM 1: Summarize the significance and components of sports and entertainment as a viable industry.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	SEM1 1.1 Discuss the components of the marketing mix as it relates to sports and entertainment marketing. <ul style="list-style-type: none"> • Define sports and event marketing, marketing, exchange, producer, consumer, etc. • Describe the “Four Ps” of sports and entertainment marketing. • Explain the marketing functions and activities.
Four Extended Thinking	SEM1 1.2 Validate the sports and entertainment industry as a valuable segment of the economy. <ul style="list-style-type: none"> • Describe activities to market non-sports products using sports. • Explain reasons for using sports as a medium for promotion. • Distinguish the different roles of people in sports. • Investigate the history of sports and entertainment as a factor in economic growth and marketing.
Four Extended Thinking	SEM1 1.3: Organize the components of the sports and entertainment industry. <ul style="list-style-type: none"> • Dissect components of the event triangle: event, sponsor, and fan. • Diagram the exchanges developed in the event triangle. • Separate the effects of media broadcasting on the event triangle.

SEM 2: Explore careers in the sports and entertainment industry.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall	SEM 2.1 Identify career opportunities in the field.
Two Skill/Concept	SEM 2.2 Research a career in the sports and entertainment industry

SEM 3: Explain the organizational structure within the sports and entertainment industry.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	SEM 3.1 Distinguish between the different types of organizational structures such as sport governing bodies, sport providing entities, and sport spectacle organization (e.g. NBA, PGA, entertainment group) within the sports and entertainment industry.
Two Skill/Concept	SEM 3.2 Explain the advantages and disadvantages of operating as a for-profit or not-for-profit organization.
Two Skill/Concept	SEM 3.3 Compare the differences in goals between different levels of events and relative benefits to the community. (ie: a national football team and a little league team.)

SEM 4: Explain how marketing management is an important tool in developing marketing strategies.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	SEM 4.1 Explain marketing management as it relates to sports and entertainment marketing.

Two Skill/Concept	SEM 4.2 Describe the levels of management and illustrate the levels on organizational charts.
One Recall	SEM 4.3 Identify management functions such as marketing, accounting, and IT.
Three Strategic Thinking	SEM 4.4 Analyze the marketing manager's role in decision making as it relates to a sports team, cultural event, or festival.
Three Strategic Thinking	SEM 4.5 Evaluate the skills and characteristics of sports and entertainment marketing managers.

SEM 5: Explain how market analysis is applied in the sports and entertainment industry.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall	SEM 5.1 Identify the types of market segmentation.
One Recall	SEM 5.2 Identify niche markets in the sports and entertainment industry.
Three Strategic Thinking	SEM 5.3 Develop a market segmentation analysis.
One Recall	SEM 5.4 Describe external factors and how they affect the sports and entertainment industry.
One Recall	SEM 5.5 Outline the steps in developing a market research project as it relates to sports and entertainment.

SEM6: Interpret the importance of product planning in sports and entertainment.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	SEM 6.1 Explain the value of product research and development. <ul style="list-style-type: none"> • Explain the issues related to product selection and brand naming. • Classify demographic and geographic information in sports and entertainment. • Understand the importance of market research and analysis in market segmentation
Three Strategic Thinking	SEM 6.2 Explain how fans and the audience can be involved in different types of events. <ul style="list-style-type: none"> • Identify and define types of events. • Discuss media distribution of events. • Identify ways for fans or the audience to be involved in events.
Three Strategic Thinking	SEM 6.3 Evaluate considerations involved in facility design. <ul style="list-style-type: none"> • Examine operating procedures for a facility. • Evaluate support activities in operating a sports or entertainment facility. • Examine various facility designs.
Two Skill/Concept	SEM 6.4 Compare ticket sales policies in the sports and entertainment industry. <ul style="list-style-type: none"> • Contrast the benefits of group, corporate, season and pre-season ticket sales. • Compare ticket pricing strategies for separate target markets. • Identify the components of ticket design.

SEM 7: Examine sponsorships in the sports and entertainment industry.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	SEM 7.1 Research the role and components of sponsorships. <ul style="list-style-type: none"> Describe reasons a company would be involved in an event or sports property. Use goals of sponsorship to develop and assess effective sponsorships. Identify and discuss the desire for event exclusivity-importance in sponsorship.
Three Strategic Thinking	SEM 7.2 Identify why businesses sponsor a sports or entertainment property or event. <ul style="list-style-type: none"> Determine sponsorship goals and objectives and their use in sponsorships. Recognize major goals of sponsorship. Discuss SWOT (Strengths, Weaknesses, Opportunities, and Threats) concept and evaluation applications in sponsorship.
Four Extended Thinking	SEM 7.3 Appraise the impact of sponsorship in sports and entertainment. <ul style="list-style-type: none"> Question the importance and use of marketing plans in sports. Identify and describe target marketing efforts of sponsors to fans or audiences at events. Explain the components and costs associated with sponsorship proposals. Identify types of sponsorship sales and relationship development. Assess the importance of sponsorship in concessions, event planning, advertising, and facility design.

SEM 8: Create promotional tools used in sports and entertainment.

<i>Webb Level</i>	<i>Sub-indicator</i>
Four Extended Thinking	SEM 8.1 Create promotional tools in sports and entertainment. <ul style="list-style-type: none"> Create an advertising campaign. Measure the value of advertising in sports and entertainment.
Four Extended Thinking	SEM 8.2 Generate ideas for public relations as an element of the promotional mix. <ul style="list-style-type: none"> Generate media sources for public relations and advertising. Evaluate using publicity in sports and entertainment. Create a media kit for a sports team.
Two Skill/Concept	SEM 8.3 Identify the steps in the event planning process. <ul style="list-style-type: none"> Identify the time, money and personnel needed to execute an event. Evaluate the differences between traditional and nontraditional methods of event sales promotion. Judge the value of event sales promotion tools in sports and entertainment.
Three Strategic Thinking	SEM 8.4 Determine the components of a sports or entertainment marketing plan. <ul style="list-style-type: none"> Explore existing marketing plans and their application in business. Develop an outline for a conventional marketing plan. Create a marketing plan for a sports or entertainment company.

SEM 9: Discuss the importance of ethics and analyze the legal aspects of the sports and entertainment industry.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	SEM 9.1 Discuss ethical issues that may arise in the sports and entertainment industry.
Two Skill/Concept	SEM 9.2 Explain risk management and its relationship to the sports and entertainment industry.
One Recall	SEM 9.3 Identify purposes, types and terms of contracts including copyrights, trademarks, and licensing.
Three Strategic Thinking	SEM 9.4 Explain the impact of the Americans with Disabilities Act (ADA) on sports and entertainment events and facilities.

SEM 10: Calculate revenues and expenses to evaluate profitability.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall	SEM 10.1 Identify revenue sources and expenses in the sports and entertainment industry.
Two Skill/Concept	SEM 10.2 Create a budget with all the components of financial transparency, such as price levels, and market depth.
Three Strategic Thinking	SEM 10.3 Analyze financial statements.

SEM 11: Create a plan for a sporting or entertainment event.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	SEM 11.1 Determine the personnel needs for an event.
Two Skill/Concept	SEM 11.2 Determine the financial resources required for each activity or task for an event.
Two Skill/Concept	SEM 11.3 Discuss the need for security and emergency plans.
One Recall	SEM 11.4 Describe the types of indoor and outdoor security.
Three Strategic Thinking	SEM 11.5 Analyze the security and safety needs of a venue.
Two Skill/Concept	SEM 11.6 Design a sports or entertainment event, including a marketing plan and budget.
Three Strategic Thinking	SEM 11.7 Create evaluation metrics to determine success and discuss changes needed.