SPORTS AND ENTERTAINMENT MANAGEMENT
COURSE CODE: 5426

COURSE DESCRIPTION: Sports and Entertainment Management is the study of marketing from the decision-makers' view in the sports and entertainment industry. The Sports and Entertainment manager plans and controls various marketing aspects of a company or a team in terms of the marketing concept. This course continues the analysis of the marketing functions including product pricing, distribution, promotion, segmentation, and selling products. The addition of business and accounting fundamentals such as team management and leadership skills, strategic and operations management, human resources, and developing budgets, expands upon the managerial aspect. Finally, this course includes an in-depth analysis of the sports and entertainment industry to include managing amateur, adaptive, and recreational sports, college and professional sports, venue and event management. Upon completion of Marketing and Sports and Entertainment Management courses, students are concentrating on becoming effective marketing managers.

COURSE OBJECTIVE: Given the opportunity to participate in essential learning experiences in the classroom including the use of the necessary equipment, supplies, and facilities, the student will be able to perform the following core standards in a course that gives one unit of credit.

CREDIT:	1 Unit (120 hours)
PREREQUISITE:	Marketing
RECOMMENDED GRADE LEVELS:	10 - 12
COMPUTER ACCESS:	Required
RESOURCES:	Instructional Materials

A. SAFETY

Proficient professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

Proficient professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their positions. The following accountability criteria are

considered essential for students in any program of study.

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

Proficient professionals know the academic subject matter, including the ethical use of technology as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; cyberbullying; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
5. Discuss legal issues and the terms of use related to copyright laws, Creative Commons, fair use laws, and ethics pertaining to downloading of images, photographs, Creative Commons, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND INTERPERSONAL SKILLS

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate creativity and innovation.
2. Demonstrate critical thinking and problem-solving skills.
3. Demonstrate initiative and self-direction.
4. Demonstrate integrity.
5. Demonstrate work ethic.
6. Demonstrate conflict resolution skills.

7. Demonstrate listening and speaking skills.
8. Demonstrate respect for diversity.
9. Demonstrate customer service orientation.
10. Demonstrate teamwork.

E. PROFESSIONAL KNOWLEDGE

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate global or "big picture" thinking.
2. Demonstrate career and life management skills and goal-making.
3. Demonstrate continuous learning and adaptability skills to changing job requirements.
4. Demonstrate time and resource management skills.
5. Demonstrates information literacy skills.
6. Demonstrates information security skills.
7. Demonstrates information technology skills.
8. Demonstrates knowledge and use of job-specific tools and technologies.
9. Demonstrate job-specific mathematics skills.
10. Demonstrates professionalism in the workplace.
11. Demonstrates reading and writing skills.
12. Demonstrates workplace safety.

F. MARKETING IN SPORTS AND ENTERTAINMENT

Sports and Entertainment managers demonstrate knowledge of marketing concepts in their role. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Explain the marketing core functions in sports and entertainment.
2. Identify the types of market segmentation as related to sports and entertainment.
3. Analyze the significance of the 4 Ps of Marketing and their relation to sports and entertainment marketing.

G. MANAGEMENT IN SPORTS AND ENTERTAINMENT

Sports and Entertainment managers understand the management role in the sports and entertainment industry. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. List the functions of management.
2. Describe the steps of the planning process and how they are implemented in a sports and entertainment organization.
3. Classify business management principles and apply the functions of management that are related to everyday sports and entertainment business operations.
4. Implement the decision making process to solve various managerial situations.

5. Create organizational structures and charts that facilitate effective operations.

H. OPERATIONS MANAGEMENT

Sports and Entertainment managers demonstrate effective operational skills in their management role. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Define and identify functions of operations management
2. Analyze how competition affects operations planning.
3. Evaluate various technology and statistical programs that can be used in operations management.
4. Analyze and determine the value of stakeholder input in operations management.
5. Acquire knowledge of commerce laws and regulations to continue business operations.
6. Apply information technology tools that manage and perform work responsibilities.

I. STRATEGIC MANAGEMENT

Sports and Entertainment managers demonstrate effective strategic management skills in their management role. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Classify strategic management and levels of strategy.
2. Identify and analyze the steps in strategic management.
3. Analyze advantages and risks of strategic management.
4. Identify and explain major strategic planning tools used by sports and entertainment managers.
5. Develop an effective strategic plan for a sport or entertainment organization.

J. HUMAN RESOURCES MANAGEMENT

Sports and Entertainment managers demonstrate knowledge and best practices in human resources management. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Identify the functions and responsibilities of human resources.
2. Describe recruiting and retention processes.
3. Identify specific skills needed by today's sports and entertainment workforce.
4. Analyze various positions in the sports and entertainment workplace to include qualifications, skills, job responsibilities, education, and certifications.
5. Analyze the role of human resource manager in the sports and entertainment workplace.
6. Analyze personnel policies to determine best practices to be implemented in a sports and entertainment business.

K. AMATEUR, ADAPTIVE AND RECREATIONAL SPORTS

Sport and Entertainment managers understand the role managers play in amateur, adaptive, and recreational sports. The following criteria are considered essential for students in the Marketing Management Program of study

1. Explain the role of the community recreation director who manages amateur, adaptive and recreational sports programs.
2. Explain the organizational structure of amateur and recreational sport organizations.
3. Identify different types of events hosted by amateur and recreational sports organizations.
4. Justify the importance of camps and showcases for amateur and recreational sport organizations
5. Identify the importance of niche and adaptive sports to amateur and recreational sport organizations.

L. COLLEGE SPORTS

Sports and Entertainment managers understand the organizational structure and functions of intercollegiate athletics. The following criteria are considered essential for students in the Marketing Management program of study.

1. Describe the role and organizational structures of NCAA, NAIA, and NJCAA in college sports.
2. Compare and contrast the different divisions of the NCAA.
3. Explain the role of the NCAA Eligibility Center during the recruiting process.
4. Compare and contrast the role geography plays in college athletics.
5. Identify the different career paths taken in college athletics (e.g., marketing, communications, compliance, academics departments).
6. Defend the importance of networking, attending professional conferences and the use of the NCAA Job Portal to find career opportunities.
7. Research ethical issues and major infractions in college athletics (e.g., amateurism, professional draft rules, banned substances, gambling).

M. PROFESSIONAL SPORTS

Sports and Entertainment managers understand the organizational structure and role of managers in a professional sports organization. The following criteria are considered essential for students in the Marketing Management program of study.

1. Justify the importance of a mission statement in a professional sports organization.
2. Evaluate strategic plans for professional sports organizations.
3. Identify the managerial roles used in professional sports organizations.
4. Research the impact of diversity and gender equity in professional sport organizations.
5. Describe the importance of a clear organizational structure in a professional sports organization.
6. Identify the different career paths taken in professional sports organizations (e.g., communications, coaches, sports medicine, agents, etc.)

7. Research and share findings on ethical issues in sports (e.g., domestic violence, performance enhancing drugs [PED], gambling).
8. Survey the role and importance of agents in contract negotiations.

N. ENTERTAINMENT INDUSTRY

Sports and Entertainment managers understand the organizational structure and role of managers in the entertainment industry. The following criteria are considered essential for students in the Marketing Management program of study.

1. Identify the role talent management plays in the entertainment industry
2. Analyze equity issues found in the entertainment industry.
3. Identify the effects of technology on the entertainment industry and how media is consumed.
4. Analyze the ways in which the entertainment industry has expanded into amusement parks.
5. Identify the ways in which entertainers expand their brand.
6. Identify the importance of Reality TV and its impact on society.

O. VENUE AND EVENT MANAGEMENT

Sports and Entertainment managers understand the role event and venue management play in running a successful sport and entertainment business. The following criteria are considered essential for students in the Marketing Management program of study.

1. Describe how sports and entertainment industries select and manage venues to hold events.
2. Identify how sports and entertainment venues generate revenue.
3. Predict how a pandemic/ natural disaster can impact a venue or event
4. Describe potential marketing and sales techniques used before, during, and after events.
5. Justify the importance of pre/post event inspections of event/venue
6. Create logistical procedures and preparation processes (e.g., parking, ticket sales, ushers, lighting, food preparation and sales, security, sound systems) for an event.
7. Organize and execute a simple event for a chosen community organization (e.g., retirement center, Rotary, Lions Club, veterans' organization, school function).

P. SPORTS AND ENTERTAINMENT LAW

Sports and Entertainment managers understands laws which affect sports and entertainment. The following criteria are considered essential for students in the Marketing Management program of study.

1. Describe how monopoly laws affect professional and collegiate sports.
2. Discuss the impact of Title IX on management of high school and college athletics.
3. Describe the roles of governing bodies in high school and collegiate athletics.
4. Explain how trademark and copyright laws affect the sports and entertainment industry.
5. Identify sports and entertainment agents and companies.
6. Explain the agent's role in negotiating contractual agreements.

Q. MARKETING BUDGETS AND FINANCIALS

Sports and Entertainment managers demonstrate effective financial skills in their management role. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Describe types, purposes, and uses of budgets used in the sports and entertainment industries (e.g., line item, zero-based).
2. Relate the financial statements to the budgeting process and management decisions.
3. Describe how the use of a budget affects marketing and planning.
4. Apply skills related to the function of financing in marketing management.
5. Identify the purposes of financial management.
6. Describe the workings of the income statement and balance sheet.
7. Analyze the components of cash flow planning in financial management.
8. Explain why Accounting plays a vital role in Sports and Entertainment management.
9. Explain the purpose of capital and the strategies to extend credit and resolving debt.
10. Describe the economic impact of sports and entertainment events at various levels: locally, regionally, nationally, and internationally, on the financial statements.
11. Analyze the impact of revenue sharing and its effects on small market teams in sports.

R. HUMAN RESOURCES MANAGEMENT

1. Identify the functions and responsibilities of human resources.
2. Describe recruiting and retention processes.
3. Explain why coordinating and giving feedback are important responsibilities in human resources.
4. Explain why managers should delegate duties.
5. Discuss the latest trends in the sports and entertainment industries.
6. Identify specific skills needed by today's sports and entertainment workforce.
7. Develop a career portfolio including a resume, cover letter, and job application
8. Complete a job shadowing experience and other work-related experiences.
9. Research a sports or entertainment management career.
10. Prepare and present a written report of the findings from research on a sports or entertainment management career.

S. PROFESSIONAL DEVELOPMENT

Sports and Entertainment managers demonstrate appropriate professional development skills and knowledge. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Identify the functions and responsibilities of human resources.
2. Describe recruiting and retention processes.
3. Identify specific skills needed by today's sports and entertainment workforce.
4. Analyze various positions in the sports and entertainment workplace to include qualifications, skills, job responsibilities, education, and certifications.
5. Analyze the role of human resource manager in the sports and entertainment workplace.

6. Analyze personnel policies to determine best practices to be implemented in a sports and entertainment business.

T. TEAMWORK DEVELOPMENT

Sports and Entertainment managers demonstrate effective leadership and team building techniques in their role. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Define teamwork.
2. Identify ways a leader influences followers.
3. Demonstrate effective communication methods used as part of a team.
4. Analyze power and authority as an influence on team development.
5. Explain how managers should know what motivates individuals and teams to accomplish organizational goals.
6. Explain the steps in a successful change process.
7. Describe factors that influence group behavior and how a manager can use them.
8. Conduct research to determine characteristics and human relationship skills of successful leaders and teams.
9. Describe how organizations can be designed to support team decision-making.
10. Discuss how competition affects operations planning.
11. Discuss how technology and statistical programs can be used in operations management.

U. TECHNOLOGY

Sports and Entertainment managers understand the role technology plays in operating a successful sports and entertainment business. The following criteria are considered essential for students in the Marketing Management program of study.

1. Describe how technology has changed the sports and entertainment industry
2. Classify the new technologies used in sports and entertainment management (Mobile Ticketing, RFID, Remote Broadcasting, Streaming Services).
3. Explain how technology has impacted college recruiting. (HUDL, Vid Swap, Edits, Social Media).

V. LEGISLATION

Sports and Entertainment managers understand the role legal issues play in the operation of a successful sport and entertainment organization. The following criteria are considered essential for students in the Marketing Management program of study.

1. Describe how monopoly laws affect professional and collegiate sports.
2. Evaluate the impact of Title IX on management of high school and college athletics.
3. Describe the roles of governing bodies in high school and collegiate athletics.
4. Explain how trademark and copyright laws affect the sports and entertainment industry.

Additional Materials/Resources

Academic Standards and Indicators