

SPORTS AND ENTERTAINMENT MARKETING
COURSE CODE: 5425

COURSE DESCRIPTION: This course is for students who wish to pursue careers in the various areas of the sports and entertainment industry. It includes careers in box office management and sales, group sales, public sales, marketing, development, advertising, and promotions.

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.

RECOMMENDED GRADE LEVELS: 10-12

COURSE CREDIT: 1 Carnegie unit

PREREQUISITE: n/a

COMPUTER REQUIREMENT: one computer per student as needed

RESOURCES:

www.mysctextbooks.com

A. SAFETY

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

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

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; 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, fair use laws, and ethics pertaining to downloading of images, photographs, 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 EMPLOYABILITY SKILLS

1. Demonstrate punctuality.
2. Demonstrate self-representation.
3. Demonstrate work ethic.
4. Demonstrate respect.
5. Demonstrate time management.
6. Demonstrate integrity.
7. Demonstrate leadership.
8. Demonstrate teamwork and collaboration.
9. Demonstrate conflict resolution.
10. Demonstrate perseverance.
11. Demonstrate commitment.
12. Demonstrate a healthy view of competition.
13. Demonstrate a global perspective.
14. Demonstrate health and fitness.
15. Demonstrate self-direction.
16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

1. Demonstrate effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.
3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.

6. Demonstrate creativity and resourcefulness.
7. Demonstrate an understanding of business ethics.
8. Demonstrate confidentiality.
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness.
11. Demonstrate job acquisition and advancement skills.
12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

F. SPORTS AND ENTERTAINMENT MARKETING

1. Describe the basic concepts of marketing.
2. Define market segmentation.
3. Define the seven key marketing functions.
4. Define sports and entertainment marketing and target marketing.
5. Identify sports and entertainment marketing strategies.
6. Understand why marketing must relate to the specific audience.
7. Relate advances in technology to changes in distribution.
8. Recognize the power of television and social media as marketing tools.
9. Describe how sports and entertainment events can impact the local economy.
10. Define the marketing mix as it applies to sports and entertainment industries.
11. Describe the need for balance between privacy and marketing information.
12. Examine the global marketing of sports and entertainment.
13. Describe sports and entertainment properties that have become popular internationally.
14. Explain how ancillary products contribute to revenues generated by sports and entertainment industries (e.g., concessions, apparel, and merchandise).

G. AMATEUR AND RECREATIONAL SPORTS

1. Discuss the similarities and differences among amateur and recreational sports programs.
2. Discuss marketing and sponsoring of amateur and recreational sports.
3. Discuss the economic benefits of amateur and recreational sports.

H. COLLEGE SPORTS

1. Explain the importance of the NCAA and team rankings to college sports.
2. Discuss the growing market surrounding women's college athletics.
3. Discuss the benefits of college sports to the home community.
4. Identify benefits of sponsorships and licensing to a team.
5. Explain the reason for realignment of college conferences.

I. PROFESSIONAL SPORTS

1. Discuss the financial impact of professional sports.
2. Discuss employee and sponsor perks associated with big league sports.
3. Describe the distribution process for a professional sports team.
4. Explain how revenue is generated for a professional sports team.
5. Explain the role of a sports agent.
6. Discuss how corporate sponsorship deals are structured in professional sports.
7. Explain ways professional sports organizations and their sponsors develop an athlete's character.
8. Assess the importance of ethical behavior on an athlete's promotional value.

J. ENTERTAINMENT INDUSTRY

1. Define the entertainment industry, (e.g., family entertainment, concert industry, performing arts).
2. Explain the impact of technology on entertainment.
3. Explain profit and cost-cutting strategies in the entertainment industry.
4. Calculate revenue in the entertainment industry and discuss the importance of foreign market revenue.
5. Discuss the different kinds of entertainment distribution.
6. Discuss promotional strategies across different segments of the entertainment industry.
7. Explain the promotional value of entertainment awards in the television, film, and recording industries.
8. Discuss various ways in which entertainment is distributed through various media (e.g., livestreaming, social media, pay-per-view, mobile applications).
9. Explain customizing entertainment products for a specific or particular market segment.

K. MARKETING PRODUCTS AND SERVICES THROUGH SPORTS AND ENTERTAINMENT

1. Describe the market for sports and entertainment.
2. Discuss emotional ties to sports and entertainment.
3. Discuss the marketing cycle.
4. Discuss sponsors and their involvement in sports and entertainment marketing.
5. Discuss prohibited sponsorships.
6. Discuss promotion and its objectives.
7. List the tools used in promotion.
8. Describe qualifications for endorsers.
9. Define endorsements and their restrictions.
10. Explain advantages and disadvantages of endorsements.
11. Compare the earning power of men and women in sports and entertainment through endorsements.

L. PUBLIC IMAGE

1. Discuss the importance of positive public relations for sports and entertainment.
2. Explain how public relations firms assist in creating favorable images.
3. Evaluate how athletes and entertainers can affect public perceptions.
4. List the advantages of fan clubs to fans, athletes, and entertainers.
5. Discuss the importance of marketing research before undertaking a licensing agreement.
6. Discuss successful sports and entertainment licenses and sponsors.
7. Explain how sports and entertainment figures can be successful outside the sports and entertainment industries.

M. IMAGE ENHANCEMENT

1. Describe the importance of charities and tournaments to the successful images of athletes, entertainers, and organizations.
2. Explain why athletes and entertainers become involved with or create their own foundations and philanthropic events.
3. Explain why sports and entertainment celebrity camps have become increasingly popular.
4. Define the importance of corporate and business contacts in the area where a sports camp or entertainment event will be held.

N. SPORTS AND ENTERTAINMENT MARKETING FIRMS

1. Explain the role of a sports and entertainment marketing firm.
2. Discuss how sports and entertainment marketing firms create positive images within the industries.
3. Explain the concept of branding in the sports and entertainment industries.
4. Explain the concept and reasons for rebranding in the sports and entertainment industries.
5. Describe ways in which sports and entertainment marketing firms have increased awareness of the industries.
6. Explain how firms help overcome challenges in marketing non-major sports and female athletes (e.g., Olympics, X-Games, eSports).

O. DESTINATION MARKETING

1. Discuss the importance of destinations in the sports and entertainment industries (e.g., Halls of Fame, theme parks, music festivals).
2. Examine marketing strategies based on changing demographics.
3. Understand how technology has changed travel and destination marketing.
4. Discuss the importance of partnerships between the travel industry and destination events.
5. Explain how marketing strategies differ based on the type of venue being promoted.

P. MARKETING PLANS

1. Explain the purpose of a marketing plan.
2. List components of a strategic marketing plan.
3. Identify the components of a SWOT analysis.
4. Define the purposes of marketing research.
5. Discuss the human elements in marketing research.
6. Explain promotion and promotional mix.
7. Explain the purpose of advertising.
8. Explain the importance of the profit motive behind sports and entertainment marketing.
9. Explain various types of revenue related to sports and entertainment marketing.

Q. LEGAL ISSUES FOR SPORTS AND ENTERTAINMENT

1. Discuss the role of risk management in sports and entertainment marketing.
2. Recognize the importance of copyright law, e.g., music distribution, royalties, player likeness.
3. Discuss the need for contracts.
4. Analyze the public relations impact of labor laws on sports and entertainment.
5. Assess the financial harm that strikes may cause to sports and entertainment organizations or firms.
6. Explain trademark and licensing agreements.
7. Describe the financial value of licensing sports and entertainment merchandise.

R. CAREERS

1. Identify various sports and entertainment marketing careers.
2. Discuss the preparation needed for a career in the sports and entertainment marketing field.
3. Comprehend the skills needed for specific jobs in sports and entertainment marketing.
4. Describe personal and workplace characteristics necessary for a career in sports and entertainment marketing.