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

Course Description:
This comprehensive course is designed to allow students to develop the principles and practices of sports and entertainment marketing. Students will acquire managerial and analytical skills and deepen their knowledge in the sports and entertainment marketing field. Students will examine the sports and entertainment marketing functions and will cover event planning, venue selection, logistics, promotion, endorsements, and sponsorships. Students will also learn effective sports, entertainment and event management strategies that engage audiences, build brands, and generate revenue.

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
The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: 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.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés

Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2   Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3   Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

1.4   Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger

Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5   Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6   Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

Course Standard 2

MKT-ASEM-2
Evaluate the significance and components of sports and entertainment as a viable industry.
2.1 Evaluate the sports and entertainment industry as a viable segment of the economy.
2.2 Define key terms and concepts related to sports and entertainment marketing.
2.3 Identify main stakeholders in the sports and entertainment industry.
2.4 Evaluate the importance of marketing to the sports and entertainment industry.
2.5 Analyze growth and trends of sports and entertainment as an industry in local, state, national, and international markets.
2.6 Explain the challenges and opportunities associated with international markets.
2.7 Investigate tools for assessing economic impact of sports and entertainment events.
2.8 Differentiate sectors of the sports and entertainment industry: public, private, non-profit, and commercial.
2.9 Research 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 functions of management in the sports and entertainment business.
3.2 Differentiate between the principles of management in sports and entertainment.
3.3 Recognize various organizational structures and management styles utilized in the sports and entertainment industry.
3.4 Describe the steps of the planning process and how they are implemented in a sports and entertainment organization.
3.5 Examine the elements of event design.
3.6 Conduct a feasibility study for a sports or entertainment event.
3.7 Coordinate the stages of event planning and management.
3.8 Explore ways to enhance audience engagement and improve overall fan experience.
3.9 Identify tools for post event evaluation (i.e. financial, audience satisfaction, and sponsor ROI).

Course Standard 4

MKT-ASEM-4
Identify and construct a strategic management plan for the sports and entertainment industry.
4.1 Dissect the decision-making process and analyze several forms of decision making.
4.2 Differentiate between the types of decisions and various decision-making styles.
4.3 Compose clear, concise vision and mission statements.
4.4 Evaluate the various techniques used in group decision making (i.e. brainstorming, the Delphi technique, etc.).
4.5 Outline the strategic management process including strategy formulation, strategy implementation, and strategy evaluation.
4.6 Explain the development phase of the strategic management process to include policies, procedures, rules, and environmental analysis.

4.7 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.

4.8 Explain the nature of channel-member relationships and logistics in sports and entertainment.

Course Standard 5

MKT-ASEM-5
Examine operations management and control as they apply to sports, entertainment, and event management.

5.1 Describe primary activities of operations management for sports and entertainment (scheduling, materials, capacity, facilities, quality, etc.).

5.2 Select an idea and conduct a feasibility study.

5.3 Develop a budget and a logistics/operations plan.

5.4 Design a site and a security plan.

5.5 Implement a plan which meets the Americans with Disabilities Act requirements.

5.6 Analyze how competition affects operations planning.

5.7 Evaluate various technology and statistical programs used in sports and entertainment operations management.

5.8 Determine the value of stakeholder input in operations management.

5.9 Evaluate different venues for sports and entertainment events (stadiums, arenas, convention centers).

5.10 Identify best practices for event operations (i.e., ticketing, concessions, merchandising).

5.11 Outline the procurement process for vendors in sports and entertainment industry.

Course Standard 6

MKT-ASEM-6
Describe the importance of organizing and staffing for sports and entertainment events.

6.1 Identify specific skills required in the sports and entertainment industry.

6.2 Describe the functions and responsibilities of human resources.

6.3 Explain recruiting and retention strategies.

6.4 Develop and implement timelines to have successful and profitable sports and entertainment events.

6.5 Investigate internal and external communication systems.

6.6 Analyze various positions in the sports and entertainment workplace to include qualifications, skills, job responsibilities, education, and certifications.

6.7 Analyze the role of human resource manager in the sports and entertainment workplace.

Course Standard 7

MKT-ASEM-7
Interpret legal and ethical behaviors as they relate to the sports and entertainment industry.

7.1 Analyze the impact of professional organizations and labor unions on the sports and entertainment industry.

7.2 Investigate the roles of governing bodies in various levels of athletics (high school,

college, professional).
7.3   Explain the role of an agent in negotiating sports and entertainment contracts.
7.4   Summarize the contract negotiation process.
7.5   Draw up a contract for a sports or entertainment professional.
7.6   Evaluate the role of sponsorships and partnerships in sports and entertainment.
7.7   Explain licensing, leasing, and royalty agreements.
7.8   Discuss the significance of Title IX.
7.9   Discuss the federal laws that have an impact on the sports and entertainment industry.
7.10 Investigate name, image, and likeness (NIL) policies and contract structures and the impact on collegiate athletics.
7.11 Discuss the role of collectives in the NIL process.
7.12 Identify current ethical issues in the sports and entertainment fields.

Course Standard 8

MKT-ASEM-8
Evaluate the management functions necessary for college, amateur, and professional sports.
8.1   Discuss the role of the National Collegiate Athletic Association (NCAA) relative to the sports industry.
8.2   Explain the importance of management for professional sports.
8.3   Identify the characteristics and roles of sports agents, team owners, and general manager.
8.4   Examine the benefits and drawbacks for a city or community to be home to a professional sports franchise.
8.5   Evaluate the management functions necessary for other categories of sports (i.e. Olympics, Paralympics, international sporting events, extreme sports, etc.).

Course Standard 9

MKT-ASEM-9
Evaluate the management functions necessary for the entertainment industry including television, film, radio, music, events, interactive media, and gaming.
9.1   Describe the role of an entertainment manager.
9.2   Identify key tasks in managing the production of entertainment events.
9.3   Compare and contrast responsibilities of managing aspiring and established artists and entertainers,
9.4   Analyze facilities to host events such as theme parks, theaters, cinemas, live music venues, museums, art galleries, broadcast media companies and night clubs.
9.5   Evaluate potential performers to determine an appropriate fit for target audience.
9.6   Review contracts and pay rates for different performers and budgets.
9.7   Propose and maintain a budget for an entertainment event.

Course Standard 10

MKT-ASEM-10
Examine the role of publicity and promotional tools in the sports and entertainment industry.
10.1   Compare and contrast the advertising media used in sports and entertainment marketing events.
10.2   Develop a promotional plan for sports and entertainment events.

10.3 Explain the benefits of sponsorship to the sponsor and discuss endorsements and their restrictions.
10.4 Identify and leverage sponsorship opportunities (activation, measurement, and evaluation).
10.5 Discuss the role of experiential marketing in sports and entertainment.
10.6 Identify "out of the box" sales promotion ideas for sports and entertainment events.
10.7 Design sport/event logo, program, and tickets.
10.8 Describe the use of technology in promotion including streaming connectivity to fans at events, interactive, and social media.
10.9 Define the importance of branding in sports and entertainment marketing.
10.10 Compose a press release for a sports or entertainment marketing event.
10.11 Develop and generate a sport/event newsletter.
10.12 Discuss the importance of media relations.
10.13 Plan a media day for a sport or event.

Course Standard 11

MKT-ASEM-11
Implement strategies needed to collect, organize process, transmit, and communicate research information.
11.1 Explain the steps in the marketing research process as it applies to the sports and entertainment industry.
11.2 Summarize and analyze marketing research data for the sports and entertainment industry.
11.3 Discuss the nature of marketing research problems/issues.
11.4 Describe methods used to design marketing research studies (i.e. descriptive, exploratory, and casual).
11.5 Identify sources of error in a research project (e.g. response errors, interviewer errors, non-response errors, sample design).
11.6 Evaluate questionnaire design (e.g. types of questions, questions wording, routing, sequencing, length, and layout).
11.7 Explore the use of data analytics for decision-making in sports and entertainment.
11.8 Explain how data-driven insights can enhance performance and business strategies.

Course Standard 12

MKT-ASEM-12
Examine the elements of risk associated with the industry of sports and entertainment marketing.
12.1 Define risk.
12.2 Identify potential risks in sports and entertainment events.
12.3 Analyze strategies for risk management.
12.4 Explain the need for sport/event insurance.
12.5 Justify the need for contingency planning.
12.6 Examine emergency response and crisis communication tactics.
12.7 Explain the legal issues and risk as they relate to each area in sports and entertainment marketing regarding logos, slogans, trademarks, brand names, trade names, trade characters, and protecting all intellectual properties.
12.8 Defend a brand via crisis management strategies.
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Course Standard 13

MKT-ASEM-13
Apply skills related to financial management within the industry of sports and entertainment marketing.
13.1 Describe various types, purposes, and uses of budgets (i.e., line item, zero-based).
13.2 Relate financial statements to the budgeting process and management decisions.
13.3 Describe how the use of a budget affects marketing and planning for sports and entertainment.
13.4 Research collegiate budgets and discuss how athletic directors use tiering, regionalizing, and other budgeting decision making methods.
13.5 Investigate how college and professional sports raise money to build facilities.
13.6 Differentiate the income statement and balance sheet.
13.7 Analyze the components of cash flow planning in financial management.
13.8 Describe the economic impact of sports and entertainment events at various levels: locally, regionally, nationally, and internationally, on the financial statements.
13.9 Analyze the impact of revenue sharing and its effects on small market teams in sports.

Course Standard 14

MKT-ASEM-14
Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events.
14.1 Explain the purpose, mission, objectives, motto, colors, official dress, and other distinguishing characteristics of DECA.
14.2 Explain how participation in DECA can promote lifelong responsibility for community service, professional growth, and development.
14.3 Explore the impact and opportunities DECA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.
14.4 Explore the local, state, and national opportunities available to students through participation in DECA including but not limited to conferences, competitions, community service, philanthropy, and other DECA activities.