

**Hospitality and Tourism Career Cluster
Sports & Entertainment Marketing
Course Number: 08.47800**

Course Description:

This course introduces the student to the major segments of the sports and entertainment industry and the social and economic impact the industry has on the local, state, national, and global economies. Students will explore the principles of marketing in the sports and entertainment industry. The course examines the unique challenges and opportunities of sports and entertainment marketing, including sponsorship, branding media relations, fan engagement, and event management.

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 Marketing Principles.

Course Standard 1

MKT-SEM-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

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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

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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-SEM-2

Interpret marketing concepts as they apply to the sports and entertainment industries.

- 2.1 Identify the marketing concepts that drive sports and entertainment marketing.
- 2.2 Define key terms related to the principles of effective sports and entertainment marketing.
- 2.3 Explain the marketing functions as they relate to each area of sports and entertainment marketing.
- 2.4 Describe the components of the marketing mix and apply them to the sports and entertainment industries.
- 2.5 Evaluate the impact of professional athletes and performers (music, theater, movies, etc.) as part of the marketing process.
- 2.6 Examine external forces and sources of competition in the sports and entertainment markets.
- 2.7 Demonstrate connections between marketing strategies and outcomes (i.e., target marketing, influencing consumer buying behavior, gaining market share, etc.).
- 2.8 Identify sports/entertainment fans as valuable target markets.
- 2.9 Discuss how advancements in technology have affected sports and entertainment marketing.
- 2.10 Identify challenges that impact the sports and entertainment marketing industry.

Course Standard 3

MKT-SEM-3

Demonstrate knowledge of the history and evolution of the sports industry and the current market for sports.

- 3.1 Differentiate between professional, collegiate, and amateur sports.
- 3.2 Consider marketing strategies for international sports and activities.
- 3.3 Explain management functions for college, amateur, and professional sports, and the impact sports have on the economy.
- 3.4 Investigate the role of the media in sports marketing.
- 3.5 Explore the development and implementation of Name, Image, and Likeness (NIL) principles.
- 3.6 Examine the impact of NIL on the collegiate sports market.
- 3.6 Discuss ethical issues encountered in the sports environment.
- 3.7 Discover career paths in sports marketing.

Course Standard 4

MKT-SEM-4

Demonstrate knowledge of the history and evolution of the entertainment industry and the current market for entertainment.

- 4.1 Examine the various forms of entertainment (television, radio, music, movie, theater, and fine arts, etc.).
- 4.2 Analyze how technology has altered the entertainment industry.
- 4.3 Identify emerging trends and marketing strategies for the entertainment industry.
- 4.4 Explore challenges in marketing entertainment in a global economy.
- 4.5 Outline career paths in entertainment marketing.

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- 4.6 Recognize examples of how entertainment marketing impacts our society and culture.
- 4.7 Discuss ethical issues encountered in entertainment marketing.

Course Standard 5

MKT-SEM-5

Analyze product/service management as it relates to sports and entertainment marketing.

- 5.1 Identify the unique value proposition offered by sports and entertainment entities.
- 5.2 Describe the product development and planning process.
- 5.3 Analyze various product/service offerings in the sports and entertainment industries.
- 5.4 Describe activities to market products using sports/entertainment including: celebrity/star athlete endorsements, influencers, promotional tie-ins, partnerships, fan engagement, events, venue signage, merchandising tie-ins, fan gear, etc.
- 5.5 Distinguish between a core product and an ancillary product in sports and entertainment marketing.
- 5.6 Identify a product mix for a sports and entertainment business.
- 5.7 Illustrate the stages of the product life cycle as they relate to sports and entertainment.

Course Standard 6

MKT-SEM-6

Apply concepts of marketing-information management to sports and entertainment marketing.

- 6.1 Explain the role of ethics in marketing-information management.
- 6.2 Discuss how marketing research is utilized in the sports and entertainment industry.
- 6.3 Describe methods utilized to obtain marketing-research data (i.e., primary, and secondary research).
- 6.4 Investigate the use of technology and analytics to interpret data collected for marketing decisions.
- 6.5 Demonstrate techniques for processing marketing data.
- 6.6 Create and administer a survey for a sport and/or entertainment company.
- 6.7 Explain the rationale and objectives of a feasibility study.
- 6.8 Analyze data to make recommendations for sports and entertainment marketing.
- 6.9 Implement product and marketing recommendations for the sports, entertainment, and event industry.

Course Standard 7

MKT-SEM-7

Apply promotion strategies to the sports and entertainment industries.

- 7.1 Analyze a promotional plan for sports and entertainment marketing.
- 7.2 Evaluate the use of technology in promotion, including streaming, fan engagement, interactive media, and social media.
- 7.3 Explore promotional opportunities at trade shows/expositions for the sports and entertainment industries.
- 7.4 Discuss the promotional strategies for motion pictures, music, plays and the fine arts such as those found in museums, centers for performing arts, as well as traveling exhibitions.
- 7.5 Appraise various celebrities and athletes for endorsement opportunities.
- 7.6 Demonstrate visual merchandising techniques for sports and entertainment marketing.
- 7.7 Coordinate the elements of the promotional mix for the sports and entertainment industries.
- 7.8 Analyze and select creative briefs for sports and entertainment.

Course Standard 8

MKT-SEM-8

Apply sales strategies to the sports and entertainment industries.

- 8.1 Explain the role of selling in sports and entertainment marketing.
- 8.2 Identify various sales methodologies in sports and entertainment marketing (i.e., personal selling, TV, radio, newspaper, web, telemarketing, social media, and contemporary technology methods).
- 8.3 Differentiate the roles of ticket brokers and ticket scalpers.
- 8.4 Explain sales activities used to generate profit at an event (i.e., merchandise, sponsorships, media guide, personal appearances, contests, giveaways, and advertisement space).
- 8.5 Describe various levels of ticket sales and the role of inside sales in the sports and entertainment industry.
- 8.5 Investigate ticketing sales strategies and processing methods: ticket bundling, packages, season tickets, group packages, etc.
- 8.6 Evaluate the use of technology in sales for the sports and entertainment industry.

Course Standard 9

MKT-SEM-9

Interpret branding concepts as they apply to sports and entertainment marketing.

- 9.1 Define the importance of branding in sports and entertainment marketing.
- 9.2 Examine branding strategies for sports and entertainment marketing (co-branding, brand extensions, etc.).
- 9.3 Explain branding elements as they relate to each area in sports and entertainment marketing: logos, slogans, trademarks, brand names, trade names, and trade characters.
- 9.4 Review and compare style guides from various sports and entertainment brands.
- 9.5 Discuss licensing and copyright to protect intellectual property.
- 9.6 Describe brand awareness, image and loyalty in the sports and entertainment industry.
- 9.7 Examine the role of sponsorships, endorsements, and naming rights in sports and entertainment marketing.
- 9.8 Describe factors used by businesses to position corporate brands (i.e. the importance of developing company branding including venue aesthetics, maintenance, and appeal).

Course Standard 10

MKT-SEM-10

Investigate financial systems and revenue streams in sports and entertainment marketing.

- 10.1 Explain the relationship between sports and entertainment marketing and impact on the economy.
- 10.2 Discuss the profit motive and describe economic utility as it applies to sports and entertainment marketing.
- 10.3 Discuss funding sources for the sports and entertainment industries (i.e., corporate sponsorships, government funds, private investors, bank loans, etc.).
- 10.4 Identify goals, activities, and sourcing of sponsorship.
- 10.5 Identify revenue streams for the sports and entertainment industries (ticket sales, licensed merchandise, concessions, etc.)
- 10.6 Examine pricing strategies utilized in the sports and entertainment industry.

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- 10.7 Calculate the Return on Investment (ROI) for a sports/entertainment product/event.
- 10.8 Analyze profitability in the sports and entertainment industry.

Course Standard 11

MKT-SEM-11

Analyze the importance of event marketing as it relates to sports and entertainment.

- 11.1 Identify the components of the event triangle.
- 11.2 Describe exchanges that occur in the event triangle.
- 11.3 Explain the effects of media broadcasting on the event triangle.
- 11.4 Identify and describe the key components of an event (venue, ticketing, concessions, merchandising, staffing)
- 11.5 Conduct a SWOT Analysis (strengths, weaknesses, opportunities, threats) for an event.
- 11.6 Identify best practices in event marketing.
- 11.7 Identify effective social media marketing strategies for marketing events.
- 11.8 Evaluate event marketing campaigns.

Course Standard 12

MKT-SEM-12

Arrange appropriate and efficient channels of distribution for sports and entertainment events.

- 12.1 Investigate the distribution systems for sports and entertainment marketing events.
- 12.2 Describe the distribution process as it applies to the various elements, such as television, radio, music, movie, theater, and fine arts.
- 12.3 Explain the concept of vertical integration in the sports and entertainment industry.
- 12.4 Evaluate venues (stadiums, concert halls, theaters, etc.) as places of distribution.
- 12.5 Explore sources of "at home" sports and entertainment distribution (streaming services, subscriptions, etc.)
- 12.6 Discuss how network broadcasting contracts and sports black-out rules impact distribution.
- 12.7 Compare and contrast sports and entertainment marketing channels.

Course Standard 13

MKT-SEM-13

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.

- 13.1 Explain the purpose, mission, objectives, motto, colors, official dress, and other distinguishing characteristics of DECA.
- 13.2 Explain how participation in DECA can promote lifelong responsibility for community service, professional growth, and development.
- 13.3 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.
- 13.4 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.