# Sports/Entertainment Marketing Course No. 12163 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Marketing (52.1402); Digital Media (09.0702)

Course Description: **Technical Supportive Level:** Sports and Entertainment Marketing courses introduce students to and help them refine marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, and the sales or rental of supplies and equipment.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Understand basic marketing concepts and terminology as it pertains to the sports and entertainment industry.Click or tap here to enter text.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Discuss the impact of marketing on profitability in sports and entertainment marketing. |  |
| 1.2 | Understand core concepts of marketing (e.g. channel management, marketing-information management, market planning, pricing, branding and product/service management, promotion, selling). |  |
| 1.3 | Understand the various components of an event (e.g. event triangle - event, sponsor, fan) and their inter-relatedness. |  |

## Benchmark 2: Understand the event as it pertains to the sports & entertainment industry.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Discuss challenges of marketing special and entertainment events (i.e. Olympics and awards shows). |  |
| 2.2 | Examine the relationship of the event to fans and sponsors. |  |
| 2.3 | Explore the importance of event marketing and it's relationship with event logistics (e.g. ticketing, gate receipt, venue, concessions, merchandising, seating, staffing, etc.). |  |
| 2.4 | Discuss the impact of event marketing and ways of evaluating an event (e.g. attendance, gate, fan-fun experiences, ticket sales, fan reactions, consumer evaluations, return on investment, venue capacity or perceived crowding, etc.). |  |

## Benchmark 3: Understand the sponsor as it pertains to the sports & entertainment industry.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Identify the benefits for a company involved in a sports/entertainment event or property. |  |
| 3.2 | Explore sports and entertainment activities a sponsor engages in to market products (e.g. athlete signing events, promotional & merchandising tie-ins, fan gear, venue signs, movie characters, etc.). |  |
| 3.3 | Compare and contrast endorsements and sponsorships. |  |
| 3.4 | Discuss the relationship between an athlete/entertainer's ethical behavior and promotional value. |  |

## Benchmark 4: Understand the fan as it pertains to the sports and entertainment industry.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Discuss the impact of fan behavior on public relations. |  |
| 4.2 | Examine the relationship of fans to the event and sponsors. |  |
| 4.3 | Discuss how the sports and entertainment industry builds customer profiles. |  |

## Benchmark 5: Understand how basic marketing components are used in the entertainment industry [movies, music, plays, fine arts].

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Explore ways movies are marketed/promoted. |  |
| 5.2 | Explore different ways fine arts (ballet, museums, theatre, traveling exhibits, guest artists/conductors, etc.) are marketed/promoted. |  |
| 5.3 | Discuss how sources of at-home entertainment (e.g. Cable, Netflix, Sling TV, Hulu TV, On-demand, pay-perview, etc.) influence the distribution of entertainment. |  |
| 5.4 | Explain how revenue is generated in the arts (movies, music, plays, fine arts) and the various factors that affect revenue generation. |  |

## Benchmark 6: Understand the importance of elements used in developing a sports/entertainment marketing campaign.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Explain methods of advertising sports and entertainment events. |  |
| 6.2 | Define the goals of public relations. |  |
| 6.3 | Develop a sports/entertainment strategy or plan. |  |
| 6.4 | Plan, manage and monitor day-to-day activities of marketing communications and management operations. |  |

## Benchmark 7: Understand ethical and legal considerations related to the practice of digital marketing.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Recognize some of the social and ethical implications of advertising. |  |
| 7.2 | Define state and federal laws governing advertising practices. |  |
| 7.3 | Model integrity, ethical leadership and effective management. |  |

## Benchmark 8: Understand the importance of brand image and consumer psychology used in advertising and promotion.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 8.1 | Explore the following terms related to brand: brand, brand name, brand mark/logo, generic brand, brand recognition, brand preference, private/store brand, licensing, consumer psychology. |  |
| 8.2 | List the characteristics of a good brand image. |  |
| 8.3 | Explain how branding helps consumers and marketers differentiate products. |  |
| 8.4 | Explain the difference between brand name and trade name. |  |
| 8.5 | List the stages of brand loyalty. |  |
| 8.6 | Explain the advantages and disadvantages of business and product branding. |  |
| 8.7 | Discuss the importance of color, emotion, logo, slogan, music, and lighting in customer psychology. |  |

## Benchmark 9: Marketing Analytics

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 9.1 | Explain the terminology and tools of marketing analytics. |  |
| 9.2 | Identify metrics for tracking digital and traditional marketing efforts. |  |
| 9.3 | Understand the importance of using data when making decisions in marketing. |  |

## Benchmark 10: Understand careers available in the sports & entertainment industry.

### Competencies

| **#** | **Description** | **rating** |
| --- | --- | --- |
| 10.1 | Explore career opportunities and advertising and promotion. |  |
| 10.2 | Illustrate the services of professional organizations in advertising. |  |
| 10.3 | Explore the online presence and personal brand of oneself (i.e. the student). |  |
| 10.4 | Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle. |  |
| 10.5 | Explore the workforce and labor market information to determine needs when developing WBL experience with a career plan |  |
| 10.6 | Identify the purpose and goals of a Career and Technology Student Organization [CTSO]. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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