Sports and Entertainment Marketing is a specialized marketing course that develops student understanding of the sport/event industries, their economic impact, and products; distribution systems and strategies; pricing considerations; product/service management, and promotion. Students acquire an understanding and appreciation for planning. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Participation in cooperative education is an optional instructional method, giving students the opportunity to apply newly acquired marketing skills in the workplace.

- DOE Code: 5984
- Recommended Grade Level: 11, 12
- Required Prerequisite: Principles of Marketing
- Credits: 2 semester course, 1 credit per semester, 2 credits maximum
  Counts as a Directed Elective or Elective for all diplomas

Application of Content
Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences.

Career and Technical Student Organizations (CTSOs)
Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in Business Professional of America, DECA, or Future Business Leaders of America, the CTSOs for this area.

Content Standards
Domain – Business Administration/Economics
Core Standard 1 Students establish business fundamentals as they apply to the sport/event industries.

Standards

- SEM-1.1 Discuss the nature of the sports/event industries and the impact on communities
- SEM-1.2 Explain the nature of sport and event marketing
- SEM-1.3 Describe the role of governing bodies in the sport industry
- SEM-1.4 Explain the international trade considerations for sport/event industries (customs, exchange rates, use of financial institutions, trade regulations, foreign distributors, government regulation, cultural/value differences)
- SEM-1.5 Explain career opportunities in sport/event marketing
Core Standard 2 Students evaluate business risks in the sports/event industry to reduce risks’ negative impact on a business.

Standards
SEM-2.1 Examine the risks and types of insurance associated with sports/events
SEM-2.2 Conduct a risk assessment of an event
SEM-2.3 Develop contingency plans for events (personnel, weather, power outage, damage control)

Domain – Management
Core Standard 3 Students apply and adapt conflict resolution in dealing with customers/clients.

Standards
SEM-3.1 Apply methods of handling difficult customers
SEM-3.2 Evaluate customer service and conflict resolution concepts

Core Standard 4 Students apply event management concepts to organize events.

Standards
SEM-4.1 Investigate the scheduling of tournaments and other events
SEM-4.2 Develop product schedules for events
SEM-4.3 Apply project management concepts to develop a project plan

Domain – Distribution
Core Standard 5 Students evaluate distribution systems for the sport/event industry.

Standards
SEM-5.1 Describe distribution systems for sport/event industries
SEM-5.2 Explain the nature of ticket distribution systems

Domain – Marketing-Information Management
Core Standard 6 Students apply and adapt marketing information to promote events.

Standards
SEM-6.1 Explain the need and sources for sport/event marketing information
SEM-6.2 Use technology to locate sport/event marketing information
SEM-6.3 Construct internal records of marketing information
SEM-6.4 Explain types of primary and secondary sport/event market information

Domain – Pricing
Core Standard 7 Students design pricing policies in order to make a profit for an event.

Standards
SEM-7.1 Identify factors affecting pricing of sport/event products (lead time, market demand, market segmentation, smoothing, responding to competitors)
SEM-7.2 Describe pricing issues associated with sport/event products (cost, value, objectives)

Domain – Product/Service Management
Core Standard 8 Students apply concepts of product mix to sport/event marketing.

Standards
SEM-8.1 Assess elements of the sport/event product
SEM-8.2 Recognize and explain the nature of target marketing in sport/event marketing
SEM-8.3 Identify ways to segment sport/event markets

Core Standard 9 Students verify elements associated with positioning.

Standards
SEM-9.1 Connect the use of licensing, endorsements and naming rights in sports/entertainment marketing
SEM-9.2 Assess the role of agents in sports
SEM-9.3 Identify elements that enhance venue attractiveness (facility—accessibility, trade area/drawing radius, parking; surrounding area—design/layout, amenities, personnel, sense of security)

Domain – Promotion

Core Standard 10 Students evaluate effectiveness of advertising in the sport/event industry.

Standards
SEM-10.1 Differentiate advertising media used in the sport/event industries and the components of advertisements
SEM-10.2 Evaluate how emerging technologies are used in advertising (social media, e-mail, viral marketing)
SEM-10.3 Construct sports/events advertising and content using different types of media
SEM-10.4 Explain the nature of direct advertising strategies
SEM-10.5 Describe sport/event industries’ utilization of electronic media
SEM-10.6 Choose advertising appropriate for sport/event

Core Standard 11 Students establish publicity/public relations for sports and events.

Standards
SEM-11.1 Create various communications documents, such as but not limited to press releases, newsletters, and media guides
SEM-11.2 Explain media relations in the sport/event industries
SEM-11.3 Establish and cultivate a relationship with the media

Core Standard 12 Students design a sales promotion plan for a sport or event.

Standards
SEM-12.1 Explain the nature of sponsorship in the sports/event industries
SEM-12.2 Identify “out-of-the-box” sales promotion ideas for sports/events
SEM-12.3 Implement ticket sales campaign (Internet, contest/giveaways, pre-promotion of campaign, video scoreboard announcements, sports/sponsorship partnerships); explain venue signage
SEM-12.4 Maximize/Capitalize on celebrity’s appearance at event

Domain – Selling

Core Standard 13 Students apply and adapt product knowledge to sales methodologies used in sport/event marketing

Standards
SEM-13.1 Explain ticketing and seating arrangements
SEM-13.2 Apply concepts of selling tickets (ticket plans, new season, etc.)
SEM-13.3 Establish relationships with sport/event clients/customers/fans
SEM-13.4 Describe factors that motivate people to participate in/attend sports/events
SEM-13.5 Justify the selling advertising space in printed and electronic materials (e.g. program, yearbook, media guide, fan guide, team photo cards, etc.)