

PRINCIPLES OF SPORTS MARKETING

Course Frameworks

Course Code: 04239



North Dakota Marketing Education
State Board for Career and Technical Education

**Principles of Sports & Entertainment
Marketing (04239)**

Course Title	<i>Principles of Sports & Entertainment Marketing</i>
MIS03 Course #	04239
License Code	<i>An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.</i>
Description	The Principles of Sports & Entertainment Marketing develops student understanding of the sport/event industries, their impact on local communities, and products; distribution systems and strategies; pricing considerations; marketing-information management; selling; product/service management, and promotion. Students acquire an understanding and appreciation of the need for planning. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills.
Performance Indicators	68
Credit	½ credit
Grade Level	9-10

Week 1	
	<p>Explain the purposes and goals of <i>Principles of Sports & Entertainment Marketing Course</i></p> <p>Discuss classroom operations and procedures</p> <p>Discuss the purposes of CTSO and its activities</p> <p>Discuss the nature of the sport/event industries (PD:115) (CS) (pp. 5-3—5-4)</p>
Week 2	
	<p>Describe the impact of sports/events on communities (PD:107) (CS) (pp. 5-5—5-6)</p> <p>Explain the nature of sport marketing (MK:012, BA LAP 8) (CS) (pp. 5-7—5-8)</p>
Week 3	
	<p>Describe the nature of event marketing (MK:007) (CS) (pp. 5-9—5-10)</p> <p>Explain career opportunities in sport/event marketing (PD:051, PD LAP 6) (CS) (pp. 5-11—5-12)</p>
Week 4	
	<p>Explain elements of the sport/event product (PM:079, PM LAP 15) (CS) (pp. 5-13—5-14)</p> <p>Determine sport/event features and benefits (SE:188) (SP) (pp. 5-15—5-16)</p>
Week 5	
	<p>Describe factors that motivate people to participate in/attend sports/events (SE:209) (SP) (pp. 5-17—5-18)</p> <p>Explain the nature of sport/event brand/branding (PM:141) (SP) (pp. 5-19—5-20)</p>
Week 6	
	<p>Explain the use of licensing in sport/event marketing (PM:139, PM LAP 12) (SP) (pp. 5-21—5-23)</p> <p>Explain the role of endorsements in sport/event marketing (PM:140, PM LAP 13) (SP) (pp. 5-24—5-25)</p>
Week 7	
	<p>Explain the use of naming rights in sport/event marketing (PM:142) (SP) (pp. 5-26—5-27)</p> <p>Explain the nature of sponsorship in the sport/event industries (PR:175, PR LAP 17) (SP) (pp. 5-28—5-29)</p>

Week 8	
	Handle difficult customers (CR:009, CR LAP 3) (CS) (pp. 5-30—5-31) Handle customer/client complaints (CR:010) (CS) (pp. 5-32—5-33)
Week 9	
	Process telephone orders (SE:461) (CS) (pp. 5-37—5-38) Design logo for sport/event (PR:193) (SP) (pp. 5-39—5-40)
Week 10	
	Design tickets (PR:194) (SP) (pp. 5-41—5-42) Schedule tournaments (OP:142) (SP) (pp. 5-43—5-44) Develop production schedules for events (OP:102) (SP) (pp. 5-45—5-46)
Week 11	
	Develop production schedules for events (OP:102) (SP) [cont'd] (pp. 5-45—5-46) Develop project plan (OP:001, QS LAP 28) (SP) (pp. 5-47—5-48)
Week 12	
	Explain the need for sport/event marketing information (IM:245) (SP) (pp. 5-54—5-55) Explain sources of secondary sport/event information (IM:246) (SP) (pp. 5-56—5-57)
Week 13	
	Search the Internet for sport/event marketing information (IM:247) (SP) (pp. 5-58—5-59) Monitor internal records for marketing information (IM:186) (SP) (pp. 5-62—5-63)
Week 14	
	Maintain a database of competitor information (IM:248) (SP) (p. 5-64) Explain sources of primary sport/event market information (IM:249) (SP) (pp. 5-65—5-66)
Week 15	
	Describe the nature of target marketing in sport/event marketing (MP:037) (SP) (pp. 5-67—5-68) Identify ways to segment sport/event markets (MP:038) (SP) (pp. 5-69—5-70)

Week 16	
	<p>Explain advertising media used in the sport/event industries (PR:177) (SP) (pp. 5-71—5-72)</p> <p>Explain the components of advertisements (PR:014) (SP) (pp. 5-73—5-74)</p>
Week 17	
	<p>Explain the nature of online advertising (e.g., advergaming, virtual worlds, display ads, banner ads, pop-up ads, pay-per-click ads, etc.) (PR:164) (SP) (pp. 5-78—5-79)</p> <p>Discuss types of direct mail tactics (PR:301) (SP) (pp. 5-80—5-81)</p>
Week 18	
	Semester Exam
Week 19	
	<p>Describe sport/event industries' utilization of digital media (PR:240) (SP) (pp. 5-82—5-83)</p> <p>Describe mobile marketing tactics (PR:276) (SP) (pp. 5-84—5-85)</p> <p>Discuss the use of search-engine optimization tactics for digital marketing (PR:299) (SP) (pp. 5-86—5-87)</p>
Week 20	
	<p>Discuss the use of search-engine optimization tactics for digital marketing (PR:299) (SP) [cont'd] (pp. 5-86—5-87)</p> <p>Write content for use on the website (PR:163) (SP) (pp. 5-88—5-89)</p> <p>Develop a direct mail offer for sport/event products (PR:179) (SP) (pp. 5-90—5-91)</p>
Week 21	
	<p>Develop a direct mail offer for sport/event products (PR:179) (SP) [cont'd] (pp. 5-90—5-91)</p> <p>Write direct-mail letters (PR:122) (SP) (pp. 5-92—5-93)</p> <p>Explain the nature of e-mail marketing tactics (PR:165) (SP) (pp. 5-94—5-95)</p>
Week 22	
	<p>Explain the nature of e-mail marketing tactics (PR:165) (SP) [cont'd] (pp. 5-94—5-95)</p> <p>Write e-mail marketing copy (PR:362) (SP) (pp. 5-99—5-100)</p> <p>Execute targeted e-mails (PR:166) (SP) (pp. 5-101—5-102)</p>

Week 23	
	Determine advertising reach of sport/event media (PR:180) (SP) (pp. 5-112—5-113) Calculate media costs (PR:009) (SP) (pp. 5-114—5-115)
Week 24	
	Select advertising media (PR:010) (SP) (pp. 5-121—5-122) Choose appropriate media vehicles for sport/event (PR:181) (SP) (pp. 5-128—5-129)
Week 25	
	Buy ad space/time (PR:104) (SP) (pp. 5-130—5-131) Sell advertising space in printed and electronic materials (e.g., program, yearbook, media guide, fan guide, team photo cards, etc.) (SE:318) (SP) (pp. 5-132—5-133)
Week 26	
	Maximize/Capitalize on celebrity's appearance at event (PR:192) (SP) (pp. 5-134—5-135) Write a press release (PR:057) (SP) (pp. 5-136—5-137)
Week 27	
	Develop and generate sport/event newsletter (PR:182) (SP) (pp. 5-141—5-142) Explain media relations in the sport/event industries (PR:183) (SP) (pp. 5-143—5-144)
Week 28	
	Develop a media guide (PR:184) (SP) (pp. 5-145—5-146) Cultivate media relationship (PR:185) (SP) (pp. 5-147—5-148)
Week 29	
	Plan a media day (PR:186) (SP) (p. 5-149) Design program for event (PR:142) (SP) (p. 5-150)
Week 30	
	Create and issue script for game-day promotions (PR:191) (SP) (p. 5-151) Identify elements that enhance venue attractiveness (facility—accessibility, trade area/drawing radius, parking; surrounding area—design/layout, amenities, personnel, sense of security) (PM:144) (SP) (pp. 5-152—5-153)

Week 31	
	<p>Explain venue signage (PR:189) (SP) (pp. 5-154—5-155)</p> <p>Select event signage (PR:190) (SP) (pp. 5-156—5-157)</p>
Week 32	
	<p>Identify factors affecting pricing of sport/event products (lead time, market demand, market segmentation, smoothing, responding to competitors) (PI:047, PI LAP 7) (SP) (pp. 5-158—5-159)</p> <p>Describe pricing issues associated with sport/event products (cost, value, objectives) (PI:048) (SP) (pp. 5-160—5-161)</p>
Week 33	
	<p>Identify “out-of-the-box” sales promotion ideas for sports/events (PR:187, PR LAP 18) (SP) (pp. 5-162—5-163)</p> <p>Implement ticket sales campaign (Internet, contests/giveaways, pre-promotion of campaign, video scoreboard announcements, sports/sponsorship partnerships) (PR:188) (SP) (pp. 5-164—5-165)</p>
Week 34	
	<p>Identify sales methodologies used in sport/event marketing (SE:315) (SP) (pp. 5-166—5-167)</p> <p>Prepare sales presentation (SE:067) (SP) (pp. 5-168—5-169)</p>
Week 35	
	<p>Establish relationships with sport/event clients/customers/fans (SE:316) (SP) (pp. 5-170—5-171)</p> <p>Sell tickets (ticket plans, new season, etc.) (SE:317) (SP) (pp. 5-172—5-173)</p>
Week 36	
	Final Exam