

SPORTS & ENTERTAINMENT MARKETING

MIS03 04240

An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.

This *Sports & Entertainment Marketing* course develops student skill in determining the economic impact of sports/events, price setting, research, marketing, positioning, product/service management, and promotion and sales strategies. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills.

Credit ½ or 1 credit

Level Grades 10-12

Quarter 1

Student Competencies

	Explain the purposes and goals of Sports & Entertainment Marketing course
	Discuss classroom operations and procedures
	Discuss the purposes of CTSO and its activities
18.1.7	Explain the role of agents in sports (PM:143) (SP)
1.1.2	Describe legal issues affecting the marketing of sport/event products (BL:058, BA LAP 10) (SP)
4.3.7	Describe the impact of unions on the sport/event industries (EC:053) (SP)
12.8.3	Describe the role of governing bodies in the sport industry (PD:279) (SP)
4.7.4	Explain international trade considerations for sport/event industries (customs, exchange rates, use of financial institutions, trade regulations, foreign distributors, government regulation, cultural/value differences) (EC:059) (SP)
15.6.1	Collect marketing information from others (e.g., customers, staff, vendors) (IM:187) (SP)
15.5.2	Explain the use of descriptive statistics in marketing decision making (IM:191) (SP)
9.3.3	Identify sport/event trends (NF:065) (SP)
15.7.1	Present report findings and recommendations orally (IM:391) (IM:193) (SP)
19.12.15	Set sponsorship objectives (PR:155) (MN)
20.4.2	Prospect for corporate sponsors (SE:324) (SP)
20.5.19	Sell venue (SE:319) (SP)
20.4.4	Sell sport/event sponsorships (SE:321, SE LAP 127) (SP)
19.12.14	Write/Prepare sponsorship proposal (PR:211) (MN)

Quarter 2		
Student Competencies		
20.4.3	Negotiate sport/event sponsorship contract (SE:322) (SP)	
20.4.5	Follow up with potential corporate sponsors (SE:323) (SP)	
20.4.6	Service sponsors (SE:326) (SP)	
19.12.23	Select strategies for maintaining/building fan support (PR:136, PR LAP 19) (SP)	
19.11.2	Coordinate community outreach projects (PR:195) (SP)	
19.12.21	Identify ambush strategies to use at other events (e.g., flyers, bill posting, etc.) (PR:198) (SP)	
19.11.7	Develop viral sport/event marketing strategies (PR:199) (SP)	
19.11.4	Explain considerations in using special events as a sales-promotion strategy (PR:213) (SP)	
19.11.5	Plan special events for sports/events (PR:214) (SP)	
18.5.1	Obtain endorsements for sports/events (PM:151) (MN)	
19.10.1	Explain the use of advertising agencies (PR:081) (SP)	
19.11.3	Assess need to use promoters (PR:210) (MN)	
19.10.4	Prepare promotional budget (PR:098) (MN)	
19.10.3	Coordinate activities in the promotional mix (PR:076) (SP)	
19.11.1	Develop promotional calendar (PR:209) (SP)	
	Semester Exam	
Quarter 3		
Student Competencies		
20.5.17	Explain ticketing and seating arrangements (SE:314) (SP)	
11.8.2	Explain distribution systems for the sport/event industries (OP:343) (SP)	
17.2.5	Establish price objectives for sport/event products (PI:049) (MN)	
17.2.2	Calculate break-even point (PI:006, LAP-PI-004) (MN)	
17.2.6	Select pricing strategies (PI:046) (MN)	
17.2.12	Set ticket/event prices (PI:033) (MN)	
18.5.2	Develop ticket-sales program (PM:166) (MN)	
18.5.3	Bundle/Package extra amenities with tickets (PM:148) (MN)	
18.5.4	Develop pre-season booking strategy (PM:149) (MN)	
20.6.7	Cultivate group sales (SE:320) (SP)	
18.5.5	Determine merchandising opportunities for a sport/event (PM:086) (SP)	
18.5.6	Determine goods and services required for an event (PM:147) (SP)	
20.6.5	Establish barter agreements (vendors, media, etc.) (SE:327) (MN)	
7.4.2	Explain the need for sport/event insurance (FI:596) (SP)	
7.4.3	Conduct a risk assessment of an event (FI:597) (SP)	

	11.3.2	Conduct site inspections (OP:345) (SP)
	11.4.4	Develop contingency plans for events (personnel, weather, power outage, damage control) (OP:093) (SP)
	18.5.7	Select hospitality options (PM:150) (MN)
Quarter 4		
Student Competencies		
	15.6.3	Assess marketing-information needs (IM:182) (MN)
	15.6.2	Establish and maintain sport/event marketing information system (IM:252) (MN)
	9.3.4	Measure economic impact of sport/event (NF:187) (MN)
	18.5.8	Assess “product” readiness for sport/event (PM:146) (MN)
	16.1.5	Identify sport/event target-market segments (MP:036) (MN)
	16.1.4	Select target market (MP:005) (MN)
	16.2.3	Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN)
	16.2.4	Conduct SWOT analysis for use in the marketing planning process (MP:010, LAP-MP-004) (MN)
	16.2.5	Conduct competitive analysis (MP:012) (MN)
	16.2.7	Forecast sales for marketing plan (MP:014) (MN)
	16.2.11	Develop marketing plan (MP:018) (MN)
	16.2.12	Monitor and evaluate performance of marketing plan (MP:022) (MN)
		Final Exam