

Hospitality and Tourism Career Cluster
Advanced Sports and Entertainment Marketing
Course Number: 08.48500

Course Description:

This course provides students opportunities to develop managerial and analytical skills and deepen their knowledge in sports/entertainment marketing. Topical units include: Marketing-Information Management, Selling, Publicity/Public Relations, Sales Promotion, Management of Promotion, Product Mix, Pricing, Positioning, and Marketing Planning.

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 Introduction to Sports and Entertainment Marketing.

Course Standard 1

MKT-ASEM-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

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

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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

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

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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			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

Course Standard 2

MKT-ASEM-2

Evaluate the significance and components of sports and entertainment marketing as a viable industry.

- 2.1 Evaluate the sports and entertainment industry as a viable segment of the economy.
- 2.2 Analyze the components of the marketing mix as they relate to the sports and entertainment industry.
- 2.3 Evaluate the importance of marketing to the sports and entertainment industry.
- 2.4 Analyze growth and trends of sports and entertainment as an industry in local, state, national, and international areas including green technology/marketing.
- 2.5 Research the career opportunities available in the sports and entertainment industry.

Course Standard 3

MKT-ASEM-3

Analyze the importance of planning, organizing, implementing, and controlling sports and entertainment events.

- 3.1 Determine the four functions of management.
- 3.2 Differentiate between the six principles of management.
- 3.3 Recognize various organizational structures and management styles utilized in the sports and entertainment industry.

Course Standard 4

MKT-ASEM-4

Construct a strategic management plan.

- 4.1 Describe the three levels of strategy (i.e. corporate strategies, business strategies, and functional strategies).
- 4.2 Examine the advantages and risks involved during the strategic management process.
- 4.3 Explain the development phase of the strategic management process to include policies, procedures, rules, and environmental analysis.
- 4.4 Develop a strategic plan utilizing the following tools: (1) environmental scanning, (2) Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis if a company is being evaluated or Porter's Five Forces Analysis if an industry is being evaluated, (3) benchmarking, (4) scenario building, and (5) strategic fits.
- 4.5 Explain the nature of channel-member relationships.
- 4.6 Explain legal consideration in channel management.

Course Standard 5

MKT-ASEM-5

Examine operations management and control as they apply to sports and entertainment marketing.

- 5.1 Select an idea and conduct a feasibility study.
- 5.2 Develop a budget and a logistics/operations plan.
- 5.3 Develop a site and a security plan.
- 5.4 Implement a plan which meets the Americans with Disabilities Act requirements.

Course Standard 6

MKT-ASEM-6

Describe the importance of organizing and staffing for sports and entertainment events.

- 6.1 Develop teamwork and collaboration skills needed to reach a common goal.

- 6.2 Develop and implement timelines to have successful and profitable sports and entertainment events.
- 6.3 Develop internal and external communication systems (i.e. memo, team meetings, e-mail/web communications, etc.).

Course Standard 7

MKT-ASEM-7

Dissect the decision making process and analyze several forms of decision making.

- 7.1 Compare and contrast the types of decisions.
- 7.2 Differentiate between the various decision making styles.
- 7.3 Evaluate the various techniques used in group decision making (i.e. brainstorming, the Delphi technique, etc.).

Course Standard 8

MKT-ASEM-8

Interpret legal and ethical behaviors as they relate to the sports and entertainment marketing field.

- 8.1 Analyze the impact of labor unions on the sports and entertainment industry.
- 8.2 Explain licensing, leasing, and royalty agreements.
- 8.3 Discuss the significance of Title IX.
- 8.4 Discuss the federal laws that have an impact on the sports and entertainment industry.
- 8.5 Explain the legal consideration for pricing.
- 8.6 Identify consumer protection provisions of appropriate agencies.
- 8.7 Describe the use of business ethics in promotion.
- 8.8 Describe the regulations of promotion.
- 8.9 Explain business ethics in product/service management.
- 8.10 Explain business ethics in selling.
- 8.11 Describe the nature of selling regulations.

Course Standard 9

MKT-ASEM-9

Evaluate the management functions necessary for college, amateur, and professional sports.

- 9.1 Discuss the role of the National Collegiate Athletic Association (NCAA) relative to the sports industry.
- 9.2 Explain the importance of management for professional sports.
- 9.3 Identify the characteristics and roles of sports agents, team owners, and general manager.
- 9.4 Determine the economic impact of a major sporting event for a city or community.
- 9.5 Evaluate the management functions necessary for other categories of sports (i.e. Olympics, Paralympics, international sporting events, extreme sports, etc.).

Course Standard 10

MKT-ASEM-10

Examine the role of sales promotion and advertising as promotional tools in sports and entertainment marketing.

- 10.1 Investigate the use of product placement.
- 10.2 Discuss the relevance of the element of promotion in the sports and entertainment industry.

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- 10.3 Develop a promotional plan for sports and entertainment events.
- 10.4 Develop a direct mail offer for sports and entertainment products and events.
- 10.5 Explain the benefits of sponsorship to the sponsor and discuss endorsements and their restrictions.
- 10.6 Choose the appropriate media vehicles for a sport/event (i.e. specific print advertising, radio station, TV, etc.).
- 10.7 Identify “out of the box” sales promotion ideas for sports and entertainment events.
- 10.8 Create and issue a script for game day promotions.
- 10.9 Describe the use of venue signage and select appropriate signage for a sports and entertainment event.
- 10.10 Design sport/event logo, program, and tickets.
- 10.11 Describe the use of technology in promotion including streaming connectivity to fans at events, interactive, and social media.
- 10.12 Define the importance of branding in sports and entertainment marketing.

Course Standard 11

MKT-ASEM-11

Examine the role of public relations and publicity as a promotional tool in sports and entertainment marketing.

- 11.1 Write a press release for a sports or entertainment marketing event.
- 11.2 Develop and generate a sport/event newsletter.
- 11.3 Discuss the importance of media relations.
- 11.4 Plan a media day for a sport or event.
- 11.5 Compare and contrast the advertising media used in sports and entertainment marketing events.

Course Standard 12

MKT-ASEM-12

Implement strategies needed to collect, organize process, transmit, and communicate research information.

- 12.1 Explain the purpose of sports and entertainment marketing research.
- 12.2 Explain the steps in the marketing research process as it applies to the sports and entertainment industry.
- 12.3 Summarize and analyze marketing research data.
- 12.4 Evaluate the impact of target marketing in the sports and entertainment industry.
- 12.5 Describe regulations of marketing-information management.
- 12.6 Discuss the nature of marketing research problems/issues.
- 12.7 Describe methods used to design marketing research studies (i.e. descriptive, exploratory, and casual).
- 12.8 Discuss the nature of sampling plans (i.e. who, how many, how chosen).
- 12.9 Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.).
- 12.10 Explain the use of diaries (e.g. product, media-use, contact).
- 12.11 Explain the use of descriptive statistics in marketing decision-making.
- 12.12 Identify sources of error in a research project (e.g. response errors, interviewer errors, non-response errors, sample design).
- 12.13 Evaluate questionnaire design (e.g. types of questions, questions wording, routing, sequencing, length, and layout).
- 12.14 Assess appropriateness of marketing research for the problem/issue (e.g. research methods, sources of information, timeliness of information, etc.).

Course Standard 13

MKT-ASEM-13

Examine the elements of risk associated with the industry of sports and entertainment marketing.

- 13.1 Define risk.
- 13.2 Describe the categories of risk.
- 13.3 Analyze the four strategies for risk management.
- 13.4 Explain the need for sport/event insurance.
- 13.5 Explain the legal issues and risk as they relate to each area in sports and entertainment marketing in regards to logos, slogans, trademarks, brand names, trade names, trade characters, and protecting all intellectual properties.