

**Hospitality and Tourism Career Cluster
Introduction to Sports & Entertainment Marketing
Course Number: 08.47800**

Course Description:

This course introduces the student to the major segments of the Sports and Entertainment Industry and the social and economic impact the industry has on the local, state, national, and global economies. The products and services offered to consumers and the impact of marketing on these products and services are examined. Units include: Business Fundamentals, Product Mix, Product Knowledge, Product/Service Management, Business Regulations, Interpersonal Skill, Selling, Marketing Information Management, Economics, Distribution, Pricing, Advertising, Publicity/Public Relations, Sales Promotion, Business Risks, and Organization.

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 Marketing Principles.

Course Standard 1

MKT-ISEM-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 |

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| 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 |
| 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 |

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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 |
| 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 |

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|--------------------------|--|--|--|
| 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-ISEM-2

Interpret marketing concepts as they apply to sports and entertainment marketing.

- 2.1 Define marketing, sports marketing, and entertainment marketing.
- 2.2 Explain the marketing functions as they relate to each area of sports and entertainment marketing.
- 2.3 Describe the “four p’s” of sports and entertainment marketing.
- 2.4 Define marketing segmentation and its components.
- 2.5 Discuss actions employees can take to achieve the company’s desired results.
- 2.6 Demonstrate connections between company actions and results (e.g. influencing consumer buying behavior, gaining market share, etc.).

Course Standard 3

MKT-ISEM-3

Apply concepts of marketing-information management to sports and entertainment marketing.

- 3.1 Explain the role of the ethics in marketing-information management.
- 3.2 Describe the use of technology in the marketing information management functions.
- 3.3 Describe options businesses use to obtain marketing-research data (i.e. primary and secondary research).
- 3.4 Explain characteristics of effective data-collections instruments.
- 3.5 Explain techniques for processing marketing data.

Course Standard 4

MKT-ISEM-4

Differentiate between the elements of promotion: sales promotion, advertising, personal selling, public relations, and publicity.

- 4.1 Define each element of promotion.
- 4.2 Compare and contrast the elements.
- 4.3 List the advantages and disadvantages of each element of promotion.
- 4.4 Explain how the promotional elements affect economic growth.
- 4.5 Describe the use of technology in promotion, including streaming, connectivity to fans at events, interactive media, and social media.
- 4.6 Explain considerations used to evaluate whether to participate in trade shows/expositions.
- 4.7 Explain the importance of coordinating elements in advertisements.

Course Standard 5

MKT-ISEM-5

Interpret branding concepts as they apply to sports and entertainment marketing.

- 5.1 Define the importance of branding in sports and entertainment marketing.
- 5.2 Define branding, co-branding, brand extensions, line extension, etc.

- 5.3 Explain the branding functions 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.

Course Standard 6

MKT-ISEM-6

Apply concepts and processes associated with successful financial planning in sports and entertainment marketing.

- 6.1 Explain the relationship between sports and entertainment marketing and impact on the economy.
- 6.2 Discuss the profit motive and describe economic utility as it applies to sports and entertainment marketing.
- 6.3 Discuss funding and revenue sources for sports and entertainment businesses (i.e. corporate sponsorships, private investors, bank loans, etc.).
- 6.4 Discuss pricing strategies used to increase sales in sports and entertainment marketing (i.e. personal appearances, contests, giveaways, etc.).
- 6.5 Describe the role of business ethics in pricing.
- 6.6 Explain the use of technology in the pricing function.

Course Standard 7

MKT-ISEM-7

Analyze product/service marketing as it relates to sports and entertainment marketing.

- 7.1 Describe the use of technology in the product/service management.
- 7.2 Explain the uses of grades and standards in marketing.
- 7.3 Discuss factors used by marketers to position products/services.
- 7.4 Describe factors used by businesses to position corporate brands (i.e. the importance of developing company branding including venue aesthetics, maintenance, and appeal).

Course Standard 8

MKT-ISEM-8

Differentiate between the components of the sports marketing industry.

- 8.1 Differentiate between professional sports and amateur sports.
- 8.2 Discuss international sports and activities.
- 8.3 Discuss the economic impact of global marketing as it applies to international sporting and entertainment events.
- 8.4 Explain management functions for college, amateur, and professional sports, and the impact sports has on an economy.
- 8.5 Explain the personal financial impact of participating in amateur and recreational sports.

Course Standard 9

MKT-ISEM-9

Analyze the field of marketing as it relates to the elements of the entertainment industry: television, radio, music, movie, theater, and fine arts.

- 9.1 Examine the history of each element above and its relationship to the economy.
- 9.2 Develop a timeline for each element above.
- 9.3 Examine the current economic impact of the industry on the local, national, and international markets.
- 9.4 Include changes and trends in technology.
- 9.5 Examine changes in marketing as it relates to green venues, technology, etc.

Course Standard 10

MKT-ISEM-10

Interpret the elements of the selling process as they relate to sports and entertainment marketing.

- 10.1 Identify various sales methodologies used in sports and entertainment marketing (i.e. personal selling, TV, radio, newspaper, web, telemarketing, social media, and contemporary technology methods).
- 10.2 Explain strategies for attracting secondary sales (i.e. advance ticket sales and other strategies for getting highly sought tickets).
- 10.3 Explain the difference between ticket brokers and ticket scalpers.
- 10.4 Evaluate the impact of competition as it applies to a profitable event.
- 10.5 Explain sales activities used to generate profit at an event (i.e. merchandise, sponsorships, media guides, and advertisement space).
- 10.6 Identify the various methods of ticket processing (i.e. paperless tickets, season, suite, group, Qualitative Research (QRC), telephone orders, internet orders, will-call windows, complimentary tickets, etc.).
- 10.7 Explain the nature of sales forecasting.
- 10.8 Describe the use of technology in the selling function.

Course Standard 11

MKT-ISEM-11

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

- 11.1 Define ethics.
- 11.2 Discuss the impact of unethical behavior.
- 11.3 Discuss the need for contracts.
- 11.4 Describe the importance of copyright laws.

Course Standard 12

MKT-ISEM-12

Incorporate communication and presentation skills into sports and entertainment activities.

- 12.1 Identify methods of appropriate communication for a sports/entertainment activity.
- 12.2 List the steps necessary to prepare multimedia presentations.
- 12.3 Demonstrate effective speaking skills.
- 12.4 List trade journals, periodicals, and online resources for professional development.
- 12.5 Describe methods of communication that may be used to conduct business with clients and vendors.

Course Standard 13

MKT-ISEM-13

Arrange appropriate and efficient channels of distribution for sports and entertainment events.

- 13.1 Explain the distribution systems for sports and entertainment marketing events.
- 13.2 Explain the distribution process as it applies to the various elements, such as television, radio, music, movie, theater, and fine arts.
- 13.3 Explain the concept of vertical integration in the sports and entertainment industry.
- 13.4 Describe ethical considerations in channel management.
- 13.5 Coordinate channel management with other marketing activities.

Course Standard 14

MKT-ISEM-14

Investigate career choices in sports and entertainment marketing.

- 14.1 Analyze current trends in sports and entertainment marketing (i.e. street marketing, viral marketing, niche marketing, and grass roots and guerilla marketing).
- 14.2 Investigate careers in sports and entertainment marketing.
- 14.3 Discuss the skills and preparation needed for a chosen career in sports and entertainment marketing.
- 14.4 Create and execute a career presentation.

Course Standard 15

MKT-ISEM-15

Compose and create a sports and entertainment marketing plan.

- 15.1 Determine the components of a sports or entertainment marketing plan.
- 15.2 Explain the role of promotion in a sports or entertainment marketing plan.
- 15.3 Explain the role of sponsorship in a sports or entertainment marketing plan.
- 15.4 Develop and present a complete sports or entertainment marketing plan.