

Sports and Entertainment Marketing: Grades 9, 10, 11, 12

Adopted 2006

Foundations of Sports and Entertainment Marketing

1.1 Define terminology

1. Prepare a list of terms with definitions [1.1.1](#)
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1.2 Discuss the history of sports marketing

1. Demonstrate the knowledge of sports and entertainment marketing and how it affects current trends in the industry [1.2.1](#)
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1.3 Discuss the marketing concept

1. Explain the marketing concept as it relates to sports and entertainment [1.3.1](#)
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1.4 List the seven functions of marketing

1. Explain the seven marketing functions and their importance in sports and entertainment [1.4.1](#)
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1.5 Explain target market

1. Discuss the significance of the four P 's to the target market [1.5.1](#)
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1.6 List the four P's of marketing

1. Compare and contrast the differences of the marketing mix components in sports and entertainment [1.6.1](#)
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1.7 Discuss the channels of distribution

1. Assess the functions of distribution as they relate to sports and entertainment marketing [1.7.1](#)
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Sports and Entertainment Markets

2.1 Define terminology

1. Prepare a list of terms with definitions [2.1.1](#)
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2.2 Discuss risk management

1. Identify risks and risk management principles related to sports and entertainment events [2.2.1](#)

2.3 Explain market segmentation

1. Relate the concept of geographics, demographics, and psychographics to market segmentation [2.3.1](#)

2.4 List the different categories of sports

1. Identify the different categories of sports [2.4.1](#)

2.5 Discuss recreational sports

1. Describe the relationship between professional sports and recreational sports [2.5.1](#)

2.6 Discuss sports marketing

1. Identify the challenges, obstacles, and limitations associated with sports marketing [2.6.1](#)

2.7 Discuss entertainment marketing

1. Explain the global impact of entertainment marketing [2.7.1](#)

2.8 Describe the scope, structure, and types of entertainment businesses in the entertainment industry

1. Explain the scope, structure, and types of entertainment businesses in the entertainment industry [2.8.1](#)

Sports & Entertainment – Products and Pricing

3.1 Define terminology

1. Prepare a list of terms with definitions [3.1.1](#)

3.2 Compare pricing decisions

1. Analyze the various pricing strategies and factors that affect pricing sports and entertainment products [3.2.1](#)

3.3 Identify consumer and business products

1. Classify products as consumer products or business products [3.3.1](#)

3.4 Distinguish between tangible vs. intangible products

1. Discuss the differences between tangible and intangible products [3.4.1](#)

3.5 List the goals of pricing

1. Calculate the markup of sports and entertainment products [3.5.1](#)

3.6 Discuss the point of difference

1. Explain the purpose of point of difference for sports and entertainment products [3.6.1](#)

3.7 Explain repositioning

1. Discuss repositioning as a management tool for sports and entertainment product items [3.7.1](#)

3.8 Discuss the product life cycle

1. Diagram and develop stages of the product life cycle [3.8.1](#)

3.9 Explain focus groups

1. Discuss the importance of focus groups [3.9.1](#)

Sports & Entertainment – Promotion and Licensing

4.1 Define terminology

1. Prepare a list of terms with definitions [4.1.1](#)

4.2 Discuss the legal aspects of sports and entertainment

1. List legal issues affecting the marketing and management of the sports and entertainment industry; explain royalties and licensed products [4.2.1](#)

4.3 Discuss copyrights and piracy

1. Explain the purpose and benefits of copyright protection; contrast the use of copyrighted material with illegal piracy [4.3.1](#)

4.4 Explain sponsorship and endorsement

1. Describe the various types of sponsorship in sports and entertainment [4.4.1](#)
2. List and explain potential benefits of celebrity endorsement [4.4.2](#)

4.5 Explain promotion, cross-promotion, and product tie-in

1. Examine the methods of promotion utilized in sports and entertainment promotion [4.5.1](#)
2. Demonstrate or provide an example of a product tie-in as a promotional tool [4.5.2](#)

4.6 Discuss public relations and publicity

1. Identify the roles of public relations and publicity in sports and entertainment [4.6.1](#)

4.7 Explain media mix

1. Analyze and compare different types of media [4.7.1](#)
2. Illustrate how media involvement and publicity can be positive or negative [4.7.2](#)

Careers and Planning in Sports and Entertainment Marketing

5.1 Define terminology

1. Prepare a list of terms with definitions [5.1.1](#)

5.2 Discuss career exploration

1. Research career opportunities available in the sports and entertainment industry [5.2.1](#)

5.3 Describe venue design

1. Discuss criteria for selecting venues [5.3.1](#)

5.4 Discuss marketing, business, and promotional plans

1. Explain, design, and critique plans [5.4.1](#)

5.5 Discuss mission statements

1. Create a mission statement [5.5.1](#)

5.6 Compare sports agents, handlers, and agencies

1. Identify benefits of agents, agencies, and handlers [5.6.1](#)

5.7 Discuss leadership and development

1. Apply critical thinking and decision making [5.7.1](#)
2. Demonstrate knowledge of DECA [5.7.2](#)

5.8 Explain ticketing

1. Discuss concessions and ticket sales [5.8.1](#)