

Sports and Entertainment Marketing (8175)

Understanding the Importance of Sports and Entertainment Marketing SEM.1

- 1 Explain the importance and impact of the sports and entertainment industries. SEM.1.1
- 2 Describe the past, present, and future of the sports and entertainment industries. SEM.1.2
- 3 Explain hospitality as it relates to the sports and entertainment industries. SEM.1.3
- 4 Analyze trends and innovations in the sports and entertainment industries. SEM.1.4

Developing an Overview of Marketing SEM.2

- 1 Explain marketing as it relates to the sports and entertainment industries. SEM.2.1
- 2 Identify the components (the Ps) of the marketing mix as they relate to sports and entertainment marketing. SEM.2.2
- 3 Describe the marketing concept as related to the sports and entertainment industries. SEM.2.3
- 4 Explain the concept of target marketing. SEM.2.4
- 5 Describe the marketing functions. SEM.2.5

Developing Interpersonal Skills SEM.3

- 1 Identify types of communication used in sports and entertainment. SEM.3.1
- 2 Identify the role of communication in effective work relationships. SEM.3.2
- 3 Develop presentation skills as a form of business communication. SEM.3.3
- 4 Identify ethical and unethical business practices. SEM.3.4

Developing Customer Service Skills SEM.4

- 1 Explain the importance of customer service as it relates to the sports and entertainment industries. SEM.4.1
- 2 Compare various types of customer service. SEM.4.2

3 Translate technical language into commonly understood language. SEM.4.3

4 Communicate a customer-service suggestion to a supervisor. SEM.4.4

5 Describe procedures for handling a customer's complaint. SEM.4.5

6 Handle different types of customers. SEM.4.6

7 Demonstrate handling an internal customer. SEM.4.7

8 Explain the role of constructive criticism. SEM.4.8

9 Demonstrate customer-service techniques. SEM.4.9

10 Describe methods used to encourage customer retention. SEM.4.10

Exploring the Concept of Branding SEM.5

1 Define branding in sports and entertainment. SEM.5.1

2 Explain the concept of branding as it relates to sports and entertainment marketing. SEM.5.2

3 Explain product licensing and brand protection. SEM.5.3

4 Explain the concept and reasons for rebranding. SEM.5.4

Describing Product Development SEM.6

1 Explain sports and entertainment product, sports and entertainment service, and product planning. SEM.6.1

2 Explain product life cycle. SEM.6.2

3 Describe the role of market research. SEM.6.3

4 Create a primary or secondary research survey. SEM.6.4

5 Explain the role of product positioning. SEM.6.5

6 Describe the impact of uncontrollable factors on sports and entertainment product development. SEM.6.6

Exploring Pricing Strategies SEM.7

1 Explain pricing and the factors that affect pricing decisions. SEM.7.1

2 Identify pricing strategies as they relate to the sports and entertainment industries. SEM.7.2

Understanding the Business Structure of Sports and Entertainment Marketing SEM.8

1 Explain business as it relates to the sports and entertainment industries. SEM.8.1

2 Compare the types of business ownership and their roles in the sports and entertainment industries. SEM.8.2

Exploring Distribution Strategies SEM.9

- 1 Explain distribution and how it relates to sports and entertainment industries. SEM.9.1
- 2 Identify challenges for distributing sports and entertainment services. SEM.9.2

Developing a Promotional Mix SEM.10

- 1 Explain promotion and promotional mix. SEM.10.1
- 2 Identify the roles of advertising, publicity, sales promotion, direct marketing, and personal selling in the sports and entertainment industries. SEM.10.2
- 3 Determine methods of communication used in sports and entertainment promotion. SEM.10.3
- 4 Describe the elements of an advertisement. SEM.10.4

Exploring the Forms and Techniques of Advertising SEM.11

- 1 Explain advertising as related to sports and entertainment industries. SEM.11.1
- 2 Identify the goals of advertising and methods of evaluating an advertisement's success. SEM.11.2

Using Digital Media SEM.12

- 1 Define current electronic marketing tools and platforms. SEM.12.1
- 2 Identify methods for attracting customers and establishing and maintaining customer relationships. SEM.12.2
- 3 Identify target markets' preferred platforms for various electronic marketing tools. SEM.12.3
- 4 Compare traditional marketing and digital media marketing. SEM.12.4
- 5 Identify the pros and cons of social media marketing. SEM.12.5
- 6 Explain how digital media can be used to generate revenue. SEM.12.6

Exploring Public Relations and Media Relations SEM.13

- 1 Explain public relations as related to sports and entertainment industries. SEM.13.1
- 2 Explain the concept of earned media. SEM.13.2
- 3 Describe public relations tools. SEM.13.3
- 4 Explain the internal and external aspects of public relations. SEM.13.4
- 5 Analyze the effects of negative media occurrences. SEM.13.5

Exploring Sponsorship and Endorsements SEM.14

- 1 Explain sponsorship as it relates to the sports and entertainment industries. SEM.14.1

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- 2 Explain the difference between sponsorships and endorsements.** SEM.14.2

 - 3 Explain the reasons for a company or organization to use sponsorships.** SEM.14.3

 - 4 Identify legal restrictions placed on endorsements and sponsorships.** SEM.14.4

 - 5 Explain advantages and disadvantages of endorsements.** SEM.14.5

 - 6 Identify current trends in sponsorship within the sports and entertainment industries.** SEM.14.6

 - 7 Describe the components and exchanges in an event triangle.** SEM.14.7

 - 8 Explain the effects media broadcasting may have on decisions made by a sponsor.** SEM.14.8
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Exploring Sales Promotion SEM.15

- 1 Explain the advantages and disadvantages of using various forms of sales promotion in the sports and entertainment industries.** SEM.15.1

 - 2 Describe the elements of a sports and entertainment sales promotion campaign.** SEM.15.2
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Describing the Sales Process SEM.16

- 1 Explain the types of selling and why they are important in sports and entertainment industries.** SEM.16.1

 - 2 Explain merchandising (on-site and supplemental) as it relates to the sports and entertainment industries.** SEM.16.2

 - 3 Explain the concept of bundling products and/or services.** SEM.16.3

 - 4 Explain the steps of selling process.** SEM.16.4
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Describing the Economics of the Industry SEM.17

- 1 Explain economics and its relation to the sports and entertainment industries.** SEM.17.1

 - 2 Explain how the phases in the business cycle affect the sports and entertainment industries.** SEM.17.2

 - 3 Explain the concept of supply and demand.** SEM.17.3

 - 4 Explain competition as it relates to the sports and entertainment industries.** SEM.17.4
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Exploring the Marketing Plan SEM.18

- 2 Describe the importance of research in developing a marketing plan.** SEM.18.2

- 1 Explain the components of the marketing plan.** SEM.18.1

- 4 Identify the components of a SWOT analysis.** SEM.18.4

3 Describe the importance of analyzing the marketing plan to determine return on investment (ROI). SEM.18.3

Developing Job Search Skills SEM.19

1 Identify occupations within the sports and entertainment industries. SEM.19.1

2 Identify personal skills and interests applicable to the sports and entertainment industries. SEM.19.2

3 Identify resources for a job search in the sports and entertainment industry. SEM.19.3

4 Create a networking plan in the sports or entertainment industry. SEM.19.4

5 Create or update a résumé and application/cover letter. SEM.19.5

6 Complete a job application. SEM.19.6

7 Describe the job interview process and techniques for follow-up. SEM.19.7

8 (Optional) Participate in a mock interview or an informational interview with a local employer. SEM.19.8