

Sports & Entertainment Marketing A

Levels:	Grades 10–12
Unit of Credit:	0.50
CIP code:	08.0903
Core Code:	37010000260
Prerequisites:	None
Skill Test:	

COURSE DESCRIPTION

This is an introductory course which will help students develop a thorough understanding of the marketing concepts and theories that apply to sports and sporting events. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and sports marketing plans. This course will also delve into the components of promotion plans, sponsorship proposals and the key elements needed in sports marketing plans. Students taking sports marketing should have the opportunity to participate in DECA (student marketing leadership organization). DECA related activities and curriculum can be used as an approved part of all marketing classes.

CORE STANDARDS, OBJECTIVES AND INDICATORS

STANDARD 1

Students will discover the world of sports marketing and the use of marketing to promote sports and non-sports businesses in sports.

Objective 1: Identify and understand the components of the marketing mix as it relates to sports marketing.

- a. Define sports marketing, marketing, exchange, producer, consumer, etc.
- b. Describe the “Four (4) Ps” of sports marketing.
- c. Explain the marketing functions and activities related to each.
 - Define & explain marketing functions (7).

Objective 2: Identify reasons a sports property would utilize marketing.

- a. Describe activities to market a sports property.
 - Define and/or simulate sports properties and marketing of sports.
- b. Understand why teams utilize marketing.
- c. Distinguish the different roles of people in sports.

Objective 3: Identify reasons a company would utilize sports marketing.

- a. Describe activities to market non-sports products using sports.
- b. Explain reasons for using sports as a medium for promotion.
 - Define: “borrowed equity”, promotion, and marketing through sports.

Objective 4: Compare components of the event triangle and summarize exchanges for each.

- a. Identification of the components of the event triangle: event, sponsor, fan.
- b. Describe the exchanges developed in the event triangle.
- c. Explain the effects of media broadcasting on the event triangle.

STANDARD 2

Students will assess the fan's role in sports marketing as a spectator & consumer.

Objective 1: Illustrate the role of the fan as a sports participant.

- a. Recognize reasons why fans attend sporting events.
- b. Discuss the interests and attraction of sports for fans.
- c. Determine and discuss fan motivation and attraction to sports.
- d. Explain and evaluate fan attendance factors
- e. Compare and contrast audience, consumers, customers
 - Identify different types of consumers.
- f. Identify sports fans as valuable target markets.
 - Define: athlete, agent, market segment, specific target segments, etc.

Objective 2: Distinguish between different types of sporting events.

- a. Identify and define types of sporting events.
 - Amateur, professional, other.
 - Organized and un-organized sports.

Objective 3: Recognize various ways that fans can be part of a sport audience.

- a. Explain stadium as place of distribution.
 - Define: attendance, gate, distribution, fan-fun event, etc.
- b. Discuss media distribution of events.
- c. Identify ways for fans to be involved in events.
 - Identify event purchases – ticketing and media purchases.
 - Discuss consumer media purchases (ie. DIRECTV & Satellite, Pay-Per-View).

STANDARD 3

Students will assess the role of corporate partners (sponsors) in sports marketing.

Objective 1: Understand the concept of sponsorship

- a. Define sponsorship
- b. Discuss reasons a company would be involved in an event or sports property
- c. Understand and discuss the concept of borrowed equity
- d. Discuss concerns related to ambush marketing
- e. Define signature sponsor & pass-through rights
- f. Understand and identify sponsorship levels
- g. Recognize major goals of sponsorship
 - Increase Sales
 - Increase Awareness
 - Be Competitive
 - Reach the Target Market
 - Build Customer Relationship
 - Develop Image

Objective 2: Understand the sponsorship process

- a. Identify the steps to the sponsorship process
 1. Identify sponsorship goals
 - a. Differentiate between direct and indirect goals
 - b. Identify examples of direct and indirect goals
 2. Develop a sponsorship budget
 - a. Understand four methods used to develop a budget
 - i. Competitive Parity
 - ii. Arbitrary Allocation
 - iii. Percentage of Sales
 - iv. Objective & Task
 - b. Understand the importance of leveraging a sponsorship
 3. Determine sponsor acquisition
 - a. Understand importance of matchup hypothesis
 - b. Define sponsorship exclusivity
 4. Implement sponsorship plan
 5. Evaluate sponsorship

Objective 3: Discuss sponsorship evaluation methods and measurement.

- a. Identify the elements of a SWOT analysis
 - Strengths: Internal
 - Weaknesses: Internal
 - Opportunities: External
 - Threats: External
- b. Identify methods used to evaluate a sponsorship
 - Return on Investment (ROI)
 - Sales figures
 - Media mentions
 - Media equivalencies
 - Attitude changes
 - Number of distributors

STANDARD 4

Students will assess the importance of event marketing and entertainment in sports.

Objective 1: Define and explain event components and sports properties.

- a. Explain event marketing applications to all components of “event”.
 - Define: stadium, venue, team, league, athlete, event, etc.

Objective 2: Identify and design components of an event.

- a. Concessions
- b. Merchandising opportunities
- c. Seating
- d. Staffing & training
- e. Event Seating: Personal Seat Licenses, Luxury Boxes, & season tickets

Objective 3: Identify & incorporate Sportscape in event marketing considerations.

- a. Define Sportscape – all elements of marketing that make a game more than a game.
- b. Explore elements: aesthetics, music, color, smells, lighting, motion.
- c. Explore elements: parking, comfort, sponsor marketing, signage.

Objective 4: Discuss and review means of evaluation for events.

- a. Discuss SWOT concept & evaluation applications in event marketing.
- b. Explore evaluations of:
 - Sales – ticketing – season – packages
 - Enjoyment – fan reaction & consumer evaluations
 - Return on investment – repeat purchase or event participation questions
 - Venue – capacity – perceived crowding

Objective 5: Discuss and review licensing agreements.

- a. Explore licensing, licensor, licensee: - contractual agreements.
- b. Explore PSL: Personal Seat Licenses and purposes, use, etc.
- c. Explore season ticketing opportunities
- d. Explore luxury box opportunities

STANDARD 5

Students will discover the importance and elements used in developing a sports marketing promotion campaign.

Objective 1: Identify the roles and goals of promotions.

- a. Define promotion and discuss its role
 - Inform, persuade, remind

- b. Identify goals of promotion
 - Increase Sales
 - Increase Awareness
 - Be Competitive
 - Reach the Target Market
 - Build Customer Relationship
 - Develop Image

Objective 2: Understand how the elements of the promotional mix are integrated together to form a campaign.

- b. Define promotional mix and identify the components.
 - Advertising: Define and identify examples
 - Public relations: Define and identify examples
 - Personal Selling: Define and identify examples
 - Sales Promotion: Define and identify examples

- c. Recognize and discuss media types, advantages, and limitations.
 - Social Media
 - Print Media
 - Broadcast Media
 - Direct mail
 - Outdoor
 - Specialty Media
 - Other

- d. Define advertising schedule

Objective 3: Develop a promotion plan for an event or sports property.

- a. Develop for a sports event the components of a promotion plan following DECA Guidelines for Advertising Campaign –or–Sports Marketing Promotion Plan –or–another appropriate DECA Project.
 - Promotions and advertising should promote the event to fans.
 - Personal selling efforts should be reflective of a sports property.

- b. Reference DECA website as a resource and for performance indicators: www.deca.org.

STANDARD 6

Students will discover the importance and elements used in developing a sponsorship proposal to attract non-sports businesses to sporting events.

Objective 1: Identify the need for sponsorship planning (marketing through sports).

- a. Investigate importance and use of marketing plans in sports.
- b. Explore existing marketing plans and their application in industry.

Objective 2: Develop a sponsorship proposal for a sports event or property.

- a. Identify and discuss target marketing efforts of sponsors to fans at events.
- b. Identify and discuss the components of sponsorship proposals.
- c. Develop a sponsorship proposal for a sports marketing event.
 - Include the required components provided for the proposal:
 - Description of the event or property offered for sponsorship
 - List of sponsorship objectives that match sponsor needs
 - List of sponsorship components (ie rights, benefits, or inventory)
 - Pricing of sponsorship

STANDARD 7

Students will discover the processes used in developing a sports marketing plan for a team or event.

Objective 1: Determine the components of a sports marketing plan.

- a. Components should include promotion plan & sponsorship proposal completed in standard six.
- b. Discuss and develop outline for conventional / typical marketing plans.
- c. Explore existing marketing plans and their application in industry.

Objective 2: Explain the role of a promotion plan in a sports marketing plan.

- a. Identify how a sponsor promotions and event promotion plans are integrated into a sports marketing plan.

Objective 3: Explain the role of a sponsorship proposal in a sports marketing plan.

- a. Identify how a sponsorship proposal and sponsorship plans are integrated into a sports marketing plan.

Objective 4: Develop a sports marketing plan for a team or event.

- a. Identify and explain the following required marketing plan components.
 - Executive Summary
 - Introduction
 - Situation Analysis
 - Target Market Identification
 - Goals
 - Media Strategies
 - Implementation
 - Evaluation
- b. Marketing plans may include other optional components as determined by teacher:
 - Scheduling, season summary, season preview, ticketing goals
 - Sales strategies, season promotions @ games
 - Game by game summary, price promotions/theme nights
 - Social media technologies-web and mobile based
- c. Reference examples and evaluation methods from the Internet.

**UTAH CTE SKILL CERTIFICATION
PERFORMANCE EVALUATION
Sports & Entertainment Marketing A – TEST #416**

The performance evaluation is a required component of the skill certification process. Each student must be evaluated on the required performance objectives. Performance objectives may be completed and evaluated anytime during the course.

- Students should be aware of their progress throughout the course, so that they can concentrate on the objectives that need improvement.
- Students should be encouraged to repeat the objectives until they have performed at a minimum of **80% (moderately to highly skilled level)**.
- When a performance objective has been achieved at a minimum of 80% (moderately to highly skilled level), "**Y**" (**Y=YES**) is recorded on the performance summary evaluation form. If a student **does not** achieve 80% (moderately to highly skilled level), then "**N**" (**N=NO**) is recorded on the summary sheet for that objective.
- All performance objectives **MUST** be completed and evaluated prior to the written test.
- The teacher will bubble in "**A**" on the answer sheet for item **#81** for students who have achieved "**Y**" on **ALL performance objectives**.
- The teacher will bubble in "**B**" on the answer sheet for item **#81** for students who have **ONE or more "N's"** on the performance objectives.
- The signed summary evaluation sheet(s) **MUST** be kept in the teacher's file for two years.
- A copy is also kept on file with the school's CTE skills certification testing coordinator for two years.

Performance Objectives

PO-01 _____ Develop a promotion plan for a sports property or event.

PO-02 _____ Develop a sponsorship proposal for a sports property or event.

PO-03 _____ Develop a sports marketing plan for a sports property, team, or event.

Students who achieve 80% (moderately to highly skilled) on ALL performance objectives and 80% on the written test will be issued a CTE skill certificate.

Please print clearly:

I, _____, certify that _____, who is a student at

(Teacher Name)

(Student Name)

_____, has mastered the above performance objectives at an 80% or higher level.

(High School Name)

Sports & Entertainment Market - A
Test Number: 416
CTE Skill Certificate Test Performance Documentation

This document must be submitted to the test coordinator at the end of testing each trimester/semester.

Instructor's Name: _____ Course: **Sports & Entertainment Market A**
School: _____ Test Number: **416**
Students in course: _____ Date: _____
Students tested: _____
Students who passed performance objectives at or above 80%: _____

This is to *verify* that the students marked **YES** on performance accomplished the following performance objectives at or above the 80% (moderately to highly skilled) level.

1. Develop a Sports Marketing Plan and an associated Promotion Plan for a sports property or event. (Standard 08.0903-0503 & 08.0903-0704)

Include five (5) of twelve (12) elements in the Marketing Plan

- Executive Summary
- Introduction
- Situation Analysis
- Target Market Identification
- Goals
- Strategies
- Implementation
- Evaluation
- Scheduling
- Season and Game Summary
- Ticketing and Sales Goals
- Price Promotions/Theme Nights

Include five (5) of twelve (12) elements in the Promotion Plan

- Press Release/News Release
- Advertising Schedule
- TV Storyboard
- Radio Script
- Internet/e-Commerce Advertisement
- Retailer Promotion
- In-Game Give Away
- Sports Website/Sports BLOG Ad
- Print Ad – Newspaper/Magazine/Direct Mail
- Outdoor/Transit Advertisement
- Venue Advertisement
- Group/Season Sales Campaign

2. Develop a Sponsorship Proposal for a sports property or event. (Standard 08.0903-0602)

Each performance is documented and kept on file by the teacher for two years.
(Check the documentation method used)

- Class period summary score sheet
- Recorded and identified in the class grade book

Instructor's Signature: _____ Date: _____