

PRINCIPLES OF SPORTS MARKETING

MIS03 04239

An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.

The Principles of Sports & Entertainment Marketing develops student understanding of the sport/event industries, their impact on local communities, and products; distribution systems and strategies; pricing considerations; marketing-information management; selling; product/service management, and promotion. Students acquire an understanding and appreciation of the need for planning. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills.

Credit 1/2 credit

Level Grades 9-10

Quarter 1

Student Competencies

	Explain the purposes and goals of Principles of Sports & Entertainment Marketing Course
	Discuss classroom operations and procedures
	Discuss the purposes of CTSO and its activities
12.8.1	Discuss the nature of the sport/event industries (PD:115) (CS)
12.8.2	Describe the impact of sports/events on communities (PD:107) (CS)
10.3.1	Explain the nature of sport marketing (MK:012, BA LAP 8) (CS)
10.3.2	Describe the nature of event marketing (MK:007) (CS)
12.8.4	Explain career opportunities in sport/event marketing (PD:051, PD LAP 6) (CS)
18.1.6	Explain elements of the sport/event product (PM:079, PM LAP 15) (CS)
20.1.8	Determine sport/event features and benefits (SE:188) (SP)
20.3.3	Describe factors that motivate people to participate in/attend sports/events (SE:209) (SP)
18.1.5	Explain the nature of sport/event brand/branding (PM:141) (SP)
18.4.7	Explain the use of licensing in sport/event marketing (PM:139, PM LAP 12) (SP)
18.4.8	Explain the role of endorsements in sport/event marketing (PM:140, PM LAP 13) (SP)
18.4.9	Explain the use of naming rights in sport/event marketing (PM:142) (SP)
19.12.1	Explain the nature of sponsorship in the sport/event industries (PR:175, PR LAP 17) (SP)
3.2.1	Handle difficult customers (CR:009, LAP-CR-003) (CS)
3.2.2	Handle customer/client complaints (CR:010, LAP-CR-010) (CS)
20.7.8	Process telephone orders (SE:461) (CS)
19.12.2	Design logo for sport/event (PR:193) (SP)

Quarter 2		
Student Competencies		
19.12.3	Design tickets (PR:194) (SP)	
11.5.3	Schedule tournaments (OP:142) (SP)	
11.9.1	Develop production schedules for events (OP:102) (SP)	
11.5.2	Develop project plan (OP:001, LAP-OP-007) (SP)	
15.1.6	Explain the need for sport/event marketing information (IM:245) (SP)	
15.4.4	Explain sources of secondary sport/event information (IM:246) (SP)	
15.7.3	Search the Internet for sport/event marketing information (IM:247) (SP)	
15.7.4	Monitor internal records for marketing information (IM:186) (SP)	
15.7.5	Maintain a database of competitor information (IM:248) (SP)	
15.4.3	Explain sources of primary sport/event market information (IM:249) (SP)	
16.1.6	Describe the nature of target marketing in sport/event marketing (MP:037) (SP)	
16.2.13	Identify ways to segment sport/event markets (MP:038) (SP)	
19.12.4	Explain advertising media used in the sport/event industries (PR:177) (SP)	
19.3.1	Explain the components of advertisements (PR:014) (SP)	
19.5.2	Explain the nature of online advertising (e.g., advergaming, virtual worlds, display ads, banner ads, pop-up ads, pay-per-click ads, etc.) (PR:164) (SP)	
19.5.1	Discuss types of direct mail tactics (PR:301) (SP)	
	Semester Exam	
Quarter 3		
Student Competencies		
19.12.5	Describe sport/event industries' utilization of digital media (PR:240) (SP)	
19.5.4	Describe mobile marketing tactics (PR:276) (SP)	
19.5.5	Discuss the use of search-engine optimization tactics for digital marketing (PR:299) (SP)	
19.12.6	Develop a direct mail offer for sport/event products (PR:179) (SP)	
19.6.1	Write direct-mail letters (PR:122) (SP)	
19.5.3	Explain the nature of e-mail marketing tactics (PR:165) (SP)	
19.12.7	Determine advertising reach of sport/event media (PR:180) (SP)	
19.7.3	Calculate media costs (PR:009) (SP)	
19.7.2	Select advertising media (PR:010) (MN)	
19.7.3	Choose appropriate media outlets (PR:230) (SP)	
19.7.4	Buy ad space/time (PR:104) (SP)	
20.6.4	Sell advertising space in printed and electronic materials (e.g., program, yearbook, media guide, fan guide, team photo cards, etc.) (SE:318) (SP)	

	19.12.9	Maximize/Capitalize on celebrity's appearance at event (PR:192) (SP)
	19.8.1	Write a press release (PR:057) (SP)
	19.12.10	Develop and generate sport/event newsletter (PR:182) (SP)
	19.12.11	Explain media relations in the sport/event industries (PR:183) (SP)
Quarter 4		
	Student Competencies	
	19.12.12	Develop a media guide (PR:184) (SP)
	19.8.2	Cultivate media relationships (PR:185) (SP)
	19.12.13	Plan a media day (PR:186) (SP)
	19.12.16	Design program for event (PR:142) (SP)
	19.12.17	Create and issue script for game-day promotions (PR:191) (SP)
	18.4.14	Identify elements that enhance venue attractiveness (facility—accessibility, trade area/drawing radius, parking; surrounding area—design/layout, amenities, personnel, sense of security) (PM:144) (SP)
	19.12.18	Explain venue signage (PR:189) (SP)
	19.12.19	Select event signage (PR:190) (SP)
	17.2.13	Identify factors affecting pricing of sport/event products (lead time, market demand, market segmentation, smoothing, responding to competitors) (PI:047, PI LAP 7) (SP)
	17.1.6	Describe pricing issues associated with sport/event products (cost, value, objectives) (PI:048) (SP)
	19.12.20	Identify “out-of-the-box” sales promotion ideas for sports/events (PR:187, PR LAP 18) (SP)
	19.12.22	Implement ticket sales campaign (Internet, contests/giveaways, pre-promotion of campaign, video scoreboard announcements, sports/sponsorship partnerships) (PR:188) (SP)
	20.7.2	Identify sales methodologies used in sport/event marketing (SE:315) (SP)
	20.7.7	Prepare sales presentation (SE:067) (SP)
	20.4.1	Establish relationships with sport/event clients/customers/fans (SE:316) (SP)
	20.5.18	Sell tickets (ticket plans, new season, etc.) (SE:317) (SP)
		Final Exam