

# 12163 - Sports & Entertainment Marketing

## Rationale Statement:

This is an introductory course which helps students develop a thorough understanding of the marketing concept and theories through sports and entertainment events. The areas this course covers include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and sports and entertainment marketing plans. This course also delves into the components of promotion plans, sponsorship proposals and the key elements needed in operating successful sports and entertainment events.

**Suggested grade level: 9-12**

## Topics covered:

- **Marketing Concepts and Theories that apply to Sports & Entertainment Events**
- **Basic Marketing**
- **Sponsorship**
- **Event Marketing**
- **Promotion Plans**
- **Sponsorship Proposals**

<b>Indicator #1: Summarize the significance and components of sports and entertainment as a viable industry.</b>	
<b>Bloom's Taxonomy Level</b>	<b>Standards and Examples</b>
Understanding	<b>SEM.1.1 Discuss the components of the marketing mix as it relates to sports marketing.</b>  Examples: <ul style="list-style-type: none"><li>• Define sports marketing, marketing, exchange, producer, consumer, etc.</li><li>• Describe the "Four Ps" of sports marketing.</li><li>• Explain the marketing functions and activities.</li></ul>
Analyzing	<b>SEM.1.2 Validate the sports and entertainment industry as a valuable segment of the economy.</b>  Examples: <ul style="list-style-type: none"><li>• Describe activities to market non-sports products using sports.</li><li>• Explain reasons for using sports as a medium for promotion.</li><li>• Distinguish the different roles of people in sports.</li><li>• Investigate the history of sports and entertainment as a factor in economic growth and marketing.</li></ul>

Analyzing	<p><b>SEM.1.3: Organize the components of the sports and entertainment industry.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Dissect components of the event triangle: event, sponsor, and fan.</li> <li>• Diagram the exchanges developed in the event triangle.</li> <li>• Separate the effects of media broadcasting on the event triangle.</li> </ul>
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**Indicator #2: Interpret the importance of all aspects of product planning in sports and entertainment.**

Bloom's Taxonomy Level	Standards and Examples
Understanding	<p><b>SEM.2.1 Explain the value of product research and development.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Explain the issues related to product selection and brand naming.</li> <li>• Classify demographic and geographic information in sports and entertainment.</li> <li>• Understand the importance of market research and analysis in market segmentation.</li> </ul>
Understanding	<p><b>SEM.2.2 Explain how fans can be involved in different types sporting events.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Identify and define types of sporting events.</li> <li>• Discuss media distribution of events.</li> <li>• Identify ways for fans to be involved in events.</li> </ul>
Evaluating	<p><b>SEM.2.3 Evaluate considerations involved in facility design.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Examine operating procedures for a facility.</li> <li>• Evaluate support activities in operating a sports or entertainment facility.</li> <li>• Examine various facility designs.</li> </ul>

Analyzing	<p><b>SEM.2.4 Compare ticket sales policies in the sports and entertainment industry.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Contrast the benefits of group, corporate, season and pre-season ticket sales.</li> <li>• Compare ticket pricing strategies for separate target markets.</li> <li>• Identify the components of ticket design.</li> </ul>
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<b>Indicator #3: Examine sponsorships in the sports and entertainment industry.</b>	
<b>Bloom's Taxonomy Level</b>	<b>Standards and Examples</b>
Analyzing	<p><b>SEM.3.1 Research the role and components of sponsorships.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Describe reasons a company would be involved in an event or sports property.</li> <li>• Use goals of sponsorship to develop/assess effective sponsorships.</li> <li>• Identify and discuss the desire for event exclusivity-importance in sponsorship.</li> <li>• Investigate ambush marketing, its use, appeal, and ethical considerations.</li> <li>• Illustrate how sponsors leverage sponsorship to maximize investments.</li> </ul>
Understanding	<p><b>SEM.3.2 Identify why businesses sponsor a sports property.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Determine sponsorship goals and objectives and their use in sponsorships.</li> <li>• Recognize major goals of sponsorship.</li> <li>• Understand and discuss the concept of borrowed equity.</li> <li>• Discuss SWOT concept and evaluation applications in sponsorship.</li> </ul>
Analyzing	<p><b>SEM.3.3 Appraise the impact of sponsorship in sports and entertainment.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Question the importance and use of marketing plans in sports.</li> <li>• Identify and describe target marketing efforts of sponsors to fans at events.</li> <li>• Explain the components and costs associated with sponsorship proposals.</li> <li>• Identify types of sponsorship sales and relationship development.</li> </ul>

	<ul style="list-style-type: none"> <li>Assess the importance of sponsorship in concessions, event planning, advertising, and facility design.</li> </ul>
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<b>Indicator #4: Create promotional tools used in sports and entertainment.</b>	
<b>Bloom's Taxonomy Level</b>	<b>Standards and Examples</b>
Creating	<p><b>SEM.4.1 Create promotional tools in sports and entertainment.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Create an advertising campaign.</li> <li>Measure the value of advertising in sports and entertainment.</li> <li>Compile technological tools used.</li> </ul>
Evaluating	<p><b>SEM.4.2 Generate ideas for public relations as an element of the promotional mix.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Generate media sources for public relations and advertising.</li> <li>Evaluate using publicity in sports and entertainment.</li> <li>Create a media kit for a sports team.</li> </ul>
Creating	<p><b>SEM.4.3 Produce steps in the event planning process.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Compile the time, money and personnel needed to execute an event.</li> <li>Debate traditional and nontraditional methods of sales promotion.</li> <li>Judge the value of sales promotion tools in sports and entertainment.</li> </ul>
Applying	<p><b>SEM.4.4 Determine the components of a sports marketing plan.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Develop an outline for a conventional marketing plan.</li> <li>Explore existing marketing plans and their application in business.</li> <li>Create a marketing plan for a sports or entertainment company.</li> </ul>