

# STRANDS AND STANDARDS

## SPORTS AND ENTERTAINMENT MARKETING



### Course Description

This is an introductory course that will help students gain an understanding of marketing concepts as they apply to the sports and entertainment industry. The areas this course will cover include: core marketing standards, market segmentation, target marketing, the event marketing triangle (events, fans, and sponsors), sports and entertainment promotion and marketing plans.

<b>Intended Grade Level</b>	10-12
Units of Credit	0.5
Core Code	37.01.00.00.260
Concurrent Enrollment Core Code	N/A
Prerequisite	None
Skill Certification Test Number	4`6
Test Weight	0.5
<b>License Type</b>	CTE and/or Secondary Education 6-12
<b>Required Endorsement(s)</b>	
Endorsement 1	Business and Marketing (CTE/General)
Endorsement 2	Business and Marketing Core
Endorsement 3	N/A

## STRAND 1

**Students will gain an understanding of basic marketing concepts and terminology as they pertain to the sports and entertainment industry.**

### Standard 1

Identify and understand the basic concepts and the core standards of marketing.

- Define marketing, market, producer, consumer, exchange, the "marketing concept", marketing mix and give examples of each.
- Explain the core standards of marketing:
  - Channel Management
  - Marketing-Information Management
  - Market Planning
  - Pricing
  - Product/Service Management (make sure to cover branding)
  - Promotion
  - Selling

### Standard 2

Identify the reasons a sports/entertainment property would have need to incorporate marketing into their business plan and some common marketing activities that would be utilized.

- Explain the concept of the marketing of sports/entertainment.
  - Understand the impact of professional athletes and stars (music and movie) as part of the marketing process.
  - Understand the impact of team performance/star power as it relates to demand.
  - Understand seasonal interests (peak season vs. off season--marketing emphasis changes but must not be neglected)--the high season for movie entertainment (holidays/summer).
- Describe activities to market/promote a sports/entertainment property: sales and advertising (print and electronic), world premier (opening week), press conferences, "Midnight Madness" events, etc. (season-long promotions are more important than "one-offs").

## STRAND 2

**Students will be able to identify and define the "event triangle" and identify its various components (event, sponsor, and fan) and their inter-relatedness.**

### Standard 1

Describe the "event triangle" and identify its three sides.

- Summarize the exchanges in the event triangle.
  - Fans to Sponsors and Event

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- Sponsors to Event and Fans
- Event to Fans and Sponsor

### STRAND 3

**Students will gain a greater understanding of the event component of the "event triangle."**

#### Standard 1

Students will assess the importance of event marketing.

- Identify and describe the key components of an event.
  - Ticketing
  - Gate Receipt
  - Venue
  - Concessions
  - Merchandising Opportunities Including Licensed Merchandise
  - Seating
  - Staffing and Training

#### Standard 2

Discuss and review means of evaluating an event.

- Explore:
  - Sales – Ticketing – Season – Packages
  - Event Enjoyment – Fan Reaction and Consumer Evaluations
  - Return on Investment – Repeat Purchase or Event Participation Questions
  - Venue – Capacity/Perceived Crowding

### STRAND 4

**Students will gain a greater understanding of the sponsor component of the "event triangle."**

#### Standard 1

Students will understand the role of corporate partners (sponsors) in sports and entertainment marketing.

- Understand the concept of sponsorship.
  - Define sponsorship.
  - Discuss reasons a company would be involved in an event or sports/entertainment property.
  - Understand and discuss the concept of borrowed equity and marketing through sports vs. marketing of sports.
  - Discuss concerns related to ambush marketing.
    - Recognize major goals of sponsorship and understand and identify sponsorship levels
    - Increase sales
    - Increase awareness
    - Be competitive

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- Reach the target market
- Build customer relationships
- Develop image
- Leveraging
- Describe activities to market products using sports/entertainment (celebrity/star athlete endorsements, autograph signing events, promotional tie-ins (movie characters with fast food chains, lunch boxes, apparel, etc.), venue signage, merchandising tie-ins, fan gear, etc.
- Understand that sponsorship is often outsourced in sports and entertainment and how this is done: IMG, etc.

### STRAND 5

**Students will gain a greater understanding of the fan component of the "event triangle."**

#### Standard 1

Students will understand the role of fans in sports and entertainment marketing.

- Understand the reasons why fans attend or participate in sports and entertainment: entertainment, diversion from everyday life, career opportunities, etc.
- Explain and evaluate fan attendance factors: sports team's success, star power, loyalty, pricing, etc.
- Compare and contrast audience, consumers, and customers.
- Identify sports/entertainment fans as valuable target markets.
  - Market Segmentation
    - Demographic Segmentation
    - Psychographic Segmentation
    - Geographic Segmentation
    - Behavioral Segmentation (Provide specific details such as seat location, frequency of visits, merchandise purchases, social engagement, and arrival time.)

#### Standard 2

Recognize various ways that fans can be part of an audience.

- Explain venues (stadiums, concert halls, theaters, etc.) as places of distribution.
  - In person attendance
  - Fan-fun events
- Explain media distribution and ways to be involved in events.
  - Watch or listen "for free" at home (TV, radio, Internet).
- Purchasing events through media (pay-per-view, downloads, etc.).

### STRAND 6

**Students will understand how basic marketing components are utilized within the entertainment industry (music, movies, plays, and the fine arts).**

### Standard 1

Students will be able to explain the promotional strategies for motion pictures, music, plays and the fine arts such as those found in museums, centers for performing arts, as well as traveling exhibitions.

- Understand the ways movies are marketed/promoted worldwide.
- Understand how the marketing technique of providing previews helps to create demand for movies.
- Understand the nature of the New York City theatre district (Broadway) and why it is so important in the entertainment industry.
- Identify the different ways fine arts (ballet, museums, theatre, traveling exhibits, guest artists/conductors, etc.) are promoted including: playbill magazine, billboards, public transit ads, etc.

### Standard 2

D Students will be able to describe channel management (distribution) for various segments of the entertainment industry: movies, plays, music, and the fine arts.

- Explain how an artist's music and appearances are distributed.
- Explain how the merger of media giants affect entertainment distribution.
- Explain how cable has influenced the distribution of home entertainment.
- Explain sources of "at home" entertainment distribution (pay-per-view, on-demand, Netflix, others, etc.).
- Identify the different ways that fine arts (ballet, traveling exhibits, guest artists/conductors, etc.) are made available to the public.

### Standard 3

Students will understand how revenue (\$) is generated in the arts (movies, plays, music, and the fine arts) and the various factors which affect revenue generation.

- Identify the ways in which movie studios can generate money.
- Students will be able to calculate revenue and the profits from movies.
- Discuss what makes certain films more profitable ("star power", fan base following, sequels, etc.).
- Understand how the music industry operates financially and the various components of the revenue generating process and factors which can affect revenues.
- Explain both the promotional but more importantly the financial value of entertainment awards (Grammys, Tony Awards, the Oscars, etc.).
- Identify the many merchandising products that evolve from a motion picture (i.e. action figures, lunchboxes, clothing, computer games, posters etc.).

## STRAND 7

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

## Standard 1

Identify the roles and goals of promotions.

- Define promotion and discuss its role.
  - Inform, persuade, remind
- Identify goals of promotion.
  - Increase sales
  - Increase awareness
  - Be competitive
  - Reach the target market
  - Build customer relationship
  - Develop image (for new prospects – access to the product (Jazz game) as low risk trial)

## Standard 2

Define promotional mix and identify its components and understand how the elements of the promotional mix are integrated to form a promotional campaign.

- Define and identify examples of:
  - Advertising (branding and action based-advertising done to create a specific task--season ticket sales promotion/play-off ticket sales promotion/ fan-fun event attendance, etc.)
  - Public Relations
  - Personal Selling
  - Sales Promotion
- Recognize and discuss media types as well as the advantages and limitations of each:
  - Social media
  - Print Media
  - Broadcast Media
  - Direct Mail
  - Outdoor
  - Specialty Media
  - Other
- Be able to define and understand an advertising schedule.

## Standard 3

Be able to develop a promotion plan for an event or sports property.

- Promotions and advertising used to promote the event/property to fans.
- Personal selling efforts.

## Performance Objective

Develop a promotion plan for a sports/entertainment property or event including the following elements:

- Target Market Identification (Who are we trying to reach?)
- Strategies (What do we wish to accomplish?)

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- Establish Target Market Identification (Who are we trying to reach?)
- Strategies (What do we wish to accomplish?)
- Scheduling (When-time frame?)
- Implementation (How?)
- Evaluation
- Summary

and at least five (5) of the following twelve (12) elements:

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

### STRAND 8

**Students will discover the importance and elements used in developing a sports/entertainment marketing plan.**

#### Standard 1

Determine the components of a sports/entertainment marketing plan.

- Identify and explain the components of a conventional marketing plan:
  - Executive Summary
  - Introduction
  - Situation Analysis
  - Target Market Identification
  - Goals
  - Media Strategies
  - Implementation
  - Evaluation
  - SWOT
- Explore some existing marketing plans and their application in industry.

#### Standard 2

Explain the role and identify how promotional plans as well as event are integrated into a sports/entertainment marketing plan.

### Standard 3

Be able to develop a sports/entertainment marketing plan for a team and/or event incorporating the components identified in objective 1 and 2 as well as some optional components such as:

- Scheduling, season summary, season preview, ticketing goals
- Sales strategies, season promotions at games
- Game by game summary, price promotions/theme nights
- Social media technologies: web- and mobile-based
- Students will want to reference examples as well as evaluation methods from the Internet.

### Performance Objective

Develop a sports/entertainment marketing plan for a sports/entertainment property or event including the following elements:

- Executive Summary
- Introduction
- Situation Analysis
- Target Market Identification
- Goals
- Strategies (Promotional Plan)
- Scheduling
- Implementation
- Evaluation
- Summary

## STRAND 9

**Students will explore career opportunities in sports and entertainment marketing.**

### Standard 1

Identify some different jobs and describe the training needed to secure an entry-level position in the sports and/or entertainment marketing.

- What are some of the jobs/careers within the sports and entertainment industry?
  - Talent Director
  - Marketing Director
  - Sales
  - Public Relations
- Students will be able to describe the knowledge/skill sets needed for specific jobs within the sports and entertainment marketing field.
- Students will be able to describe the preparation necessary for a career in the sports and entertainment marketing field.

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### Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		
Sports and Entertainment Marketing	416	11	3	9	13	10	6	12	5	5		74	48