Advanced Sports and Entertainment Marketing is a one credit specialized course designed to develop skills in determining the economic impact of sports and entertainment events, price setting, research, marketing, positioning, product/service management, and promotion and sales strategies. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills.

Students will apply processes, procedures, strategies, and tactics utilized in the sport/event industries. Students will generate sales-promotion ideas that will encourage sales, examine research strategies to determine enterprise and target market composition, implement sales activities, and develop a comprehensive understanding of sport/event promotion.

Advanced Sports and Entertainment Marketing can be taught in grades 10-12. The prerequisite for this course is Sports and Entertainment Marketing.

Career and technical student organizations are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Students will:

**Product/Service Management**

1. Apply quality assurances to enhance product/service offerings.
   a. Assess “product” readiness for sport/event.

2. Employ product-mix strategies to meet customer expectations.
   a. Determine merchandising opportunities for a sport/event.
   b. Determine goods and services required for an event.
   c. Bundle/Package extra amenities with tickets.
   d. Develop pre-season booking strategy.
   e. Develop ticket-sales program.
   f. Select hospitality options.

3. Position product/services to acquire desired business image.
   a. Explain the role of agents in sports.
   b. Obtain endorsements for sports/events.
   c. Develop a licensing program.

**Business Law**

4. Acquire knowledge of commerce laws and regulations to continue business operations.
   a. Describe legal issues affecting the marketing of sport/event products.
5. Analyze cost/profit relationships.
   a. Describe the impact of unions on the sport/event industries.

6. Determine global trade’s impact on business decision-making.
   a. Explain international trade considerations for sport/event industries (customs, exchange rates, use of financial institutions, trade regulations, foreign distributors, government regulations, cultural/value differences).

7. Acquire information about the sport/event industry to aid in making career choices.
   a. Describe the role of governing bodies in the sport industry.

8. Acquire foundational knowledge of marketing-information management to understand its nature and scope.
   a. Assess marketing-information needs.
   b. Establish and maintain sport/event marketing information system.

9. Collect secondary marketing data to ensure accuracy and adequacy of information for decision making.
   a. Collect marketing information from others (e.g., customers, staff, vendors).

10. Interpret marketing information to test hypotheses and/or to resolve issues.
    a. Explain the use of descriptive statistics for marketing decision making.

11. Report findings to communicate research information to others.
    a. Write marketing reports.
    b. Present report findings and recommendations.

12. Utilize information technology tools to manage and perform work responsibilities.
    a. Use database for information analysis.

13. Acquire information to guide business decision making.
    a. Identify sport/event trends.
    b. Measure economic impact of sport/event.
Promotion

14. Utilize publicity/public-relations activities to create goodwill with stakeholders.
   a. Select strategies for maintaining/building fan support.
   b. Coordinate community outreach projects.

15. Employ sales-promotion activities to inform and remind customers of business/product.
   a. Identify ambush strategies to use at other events (e.g., flyers, bill posting, etc.).
   b. Develop viral sport/event marketing strategies.
   c. Explain considerations in using special events as a sales-promotion strategy.
   d. Plan special events for sports/events.

16. Manage promotional activities to maximize return on promotional investments.
   a. Coordinate activities in the promotional mix.
   b. Develop promotional calendar.
   c. Prepare promotional budget.
   d. Assess need to use promoters.
   e. Set sponsorship objectives.
   f. Write/Prepare sponsorship proposal.
   g. Prepare sponsorship agreement.

17. Work with advertising agency to create marketing communications.
   a. Explain the use of advertising agencies.

Selling

18. Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.
   a. Explain ticketing and seating arrangements.

19. Perform pre-sales activities to facilitate sales presentation.
   a. Prospect for corporate sponsors.

20. Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
   a. Sell venue.
   b. Cultivate group sales.
   c. Sell sport/event sponsorships.
   d. Follow up with potential corporate sponsors.
   e. Negotiate sport/event sponsorship contract.
   f. Solicit grant/foundation money.

21. Conduct post-sales follow-up activities to foster ongoing relationships with customers.
   b. Service sponsors.

22. Control sales activities to meet sales goals/objectives.
   a. Establish barter agreements (vendors, media, etc.).
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Operations

23. Understand operations role and function in business to value its contributions to a company.
   a. Explain distribution systems for the sport/event industries.

24. Implement quality assurance processes to minimize potential loss.
   a. Conduct site inspections.
   b. Develop contingency plans for events (personnel, weather, power outage, damage control).

Pricing

25. Employ pricing strategies to determine prices.
   a. Establish price objectives for sport/event products.
   b. Calculate break-even point.
   c. Select pricing strategies.
   d. Set ticket/event prices.

Financial Analysis

26. Identify potential business threats and opportunities to protect a business’s financial well-being.
   a. Explain the need for sport/event insurance.
   b. Conduct a risk assessment of an event.

Market Planning

27. Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).
   a. Identify sport/event target-market segments.
   b. Select target market.

28. Employ marketing-information to develop a marketing plan.
   a. Conduct market analysis (market size, area, potential, etc.).
   b. Conduct SWOT analysis for use in the marketing-planning process.
   c. Conduct competitive analysis.
   d. Forecast sales for marketing plan.
   e. Develop marketing plan.

29. Assess marketing strategies to improve return on marketing investment (ROMI).