Arkansas CTE

Sports and Entertainment Marketing: Grades 9, 10, 11, 12

Adopted 2006

Foundations of Sports and Entertainment Marketing

1.1 Define terminology

1. Prepare a list of terms with definitions 1.1.1

1.2 Discuss the history of sports marketing

1. Demonstrate the knowledge of sports and entertainment marketing and how it affects current trends in the industry 1.2.1

1.3 Discuss the marketing concept

1. Explain the marketing concept as it relates to sports and entertainment 1.3.1

1.4 List the seven functions of marketing

1. Explain the seven marketing functions and their importance in sports and entertainment 1.4.1

1.5 Explain target market

1. Discuss the significance of the four P 's to the target market 1.5.1

1.6 List the four P's of marketing

1. Compare and contrast the differences of the marketing mix components in sports and entertainment 1.6.1

1.7 Discuss the channels of distribution

1. Assess the functions of distribution as they relate to sports and entertainment marketing 1.7.1

Sports and Entertainment Markets

2.1 Define terminology

1. Prepare a list of terms with definitions 2.1.1

2.2 Discuss risk management

1. Identify risks and risk management principles related to sports and entertainment events 2.2.1

Skip to main content

Explain market segmentation

1. Relate the concept of geographics, demographics, and psychographics to market segmentation 2.3.1

2.4 List the different categories of sports

1. Identify the different categories of sports 2.4.1

2.5 Discuss recreational sports

1. Describe the relationship between professional sports and recreational sports 2.5.1

2.6 Discuss sports marketing

1. Identify the challenges, obstacles, and limitations associated with sports marketing 2.6.1

2.7 Discuss entertainment marketing

1. Explain the global impact of entertainment marketing 2.7.1

2.8 Describe the scope, structure, and types of entertainment businesses in the entertainment industry

1. Explain the scope, structure, and types of entertainment businesses in the entertainment industry 2.8.1

Sports & Entertainment – Products and Pricing

3.1 Define terminology

1. Prepare a list of terms with definitions 3.1.1

3.2 Compare pricing decisions

1. Analyze the various pricing strategies and factors that affect pricing sports and entertainment products 3.2.1

3.3 Identify consumer and business products

1. Classify products as consumer products or business products 3.3.1

3.4 Distinguish between tangible vs. intangible products

1. Discuss the differences between tangible and intangible products 3.4.1

3.5 List the goals of pricing

1. Calculate the markup of sports and entertainment products 3.5.1

3.6 Discuss the point of difference

1. Explain the purpose of point of difference for sports and entertainment products 3.6.1

Skip to main content

3.7 Explain repositioning

1. Discuss repositioning as a management tool for sports and entertainment product items 3.7.1

3.8 Discuss the product life cycle

1. Diagram and develop stages of the product life cycle 3.8.1

3.9 Explain focus groups

1. Discuss the importance of focus groups 3.9.1

Sports & Entertainment – Promotion and Licensing

4.1 Define terminology

1. Prepare a list of terms with definitions 4.1.1

4.2 Discuss the legal aspects of sports and entertainment

1. List legal issues affecting the marketing and management of the sports and entertainment industry; explain royalties and licensed products 4.2.1

4.3 Discuss copyrights and piracy

1. Explain the purpose and benefits of copyright protection; contrast the use of copyrighted material with illegal piracy 4.3.1

4.4 Explain sponsorship and endorsement

1. Describe the various types of sponsorship in sports and entertainment 4.4.1
2. List and explain potential benefits of celebrity endorsement 4.4.2

4.5 Explain promotion, cross-promotion, and product tie-in

1. Examine the methods of promotion utilized in sports and entertainment promotion 4.5.1
2. Demonstrate or provide an example of a product tie-in as a promotional tool 4.5.2

4.6 Discuss public relations and publicity

1. Identify the roles of public relations and publicity in sports and entertainment 4.6.1

4.7 Explain media mix

1. Analyze and compare different types of media 4.7.1
2. Illustrate how media involvement and publicity can be positive or negative 4.7.2

Careers and Planning in Sports and Entertainment Management

5.1 Define terminology

1. Prepare a list of terms with definitions 5.1.1

Skip to main content

5.2 Discuss career exploration

1. Research career opportunities available in the sports and entertainment industry 5.2.1

5.3 Describe venue design

1. Discuss criteria for selecting venues 5.3.1

5.4 Discuss marketing, business, and promotional plans

1. Explain, design, and critique plans 5.4.1

5.5 Discuss mission statements

1. Create a mission statement 5.5.1

5.6 Compare sports agents, handlers, and agencies

1. Identify benefits of agents, agencies, and handlers 5.6.1

5.7 Discuss leadership and development

1. Apply critical thinking and decision making 5.7.1
2. Demonstrate knowledge of DECA 5.7.2

5.8 Explain ticketing

1. Discuss concessions and ticket sales 5.8.1