Georgia CTAE

Introduction to Sports & Entertainment Marketing (8.478) (2021)

Adopted 2021

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MKT-ISEM-1. Demonstrate employability skills required by business and industry. MKT-ISEM-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. MKT-ISEM-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. MKT-ISEM-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. MKT-ISEM-1.3
4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. MKT-ISEM-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills. MKT-ISEM-1.5
6. Present a professional image through appearance, behavior and language. MKT-ISEM-1.6

MKT-ISEM-2. Interpret marketing concepts as they apply to sports and entertainment marketing. MKT-ISEM-2

1. Define marketing, sports marketing, and entertainment marketing. MKT-ISEM-2.1
2. Explain the marketing functions as they relate to each area of sports and entertainment marketing. MKT-ISEM-2.2
3. Describe the "four p's" of sports and entertainment marketing. MKT-ISEM-2.3
4. Define marketing segmentation and its components. MKT-ISEM-2.4
5. Discuss actions employees can take to achieve the company's desired results. MKT-ISEM-2.5

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6. Demonstrate connections between company actions and results (e.g. influencing consumer buying behavior, gaining market share, etc.). MKT-ISEM-2.6

MKT-ISEM-3. Apply concepts of marketing-information management to sports and entertainment marketing. MKT-ISEM-3

1. Explain the role of the ethics in marketing-information management. MKT-ISEM-3.1
2. Describe the use of technology in the marketing information management functions. MKT-ISEM-3.2
3. Describe options businesses use to obtain marketing-research data (i.e. primary and secondary research). MKT-ISEM-3.3
4. Explain characteristics of effective data-collections instruments. MKT-ISEM-3.4
5. Explain techniques for processing marketing data. MKT-ISEM-3.5

MKT-ISEM-4. Differentiate between the elements of promotion: sales promotion, advertising, personal selling, public relations, and publicity. MKT-ISEM-4

1. Define each element of promotion. MKT-ISEM-4.1
2. Compare and contrast the elements. MKT-ISEM-4.2
3. List the advantages and disadvantages of each element of promotion. MKT-ISEM-4.3
4. Explain how the promotional elements affect economic growth. MKT-ISEM-4.4
5. Describe the use of technology in promotion, including streaming, connectivity to fans at events, interactive media, and social media. MKT-ISEM-4.5
6. Explain considerations used to evaluate whether to participate in trade shows/expositions. MKT-ISEM-4.6
7. Explain the importance of coordinating elements in advertisements. MKT-ISEM-4.7

MKT-ISEM-5. Interpret branding concepts as they apply to sports and entertainment marketing. MKT-ISEM-5

1. Define the importance of branding in sports and entertainment marketing. MKT-ISEM-5.1
2. Define branding, co-branding, brand extensions, line extension, etc. MKT-ISEM-5.2
3. Explain the branding functions as they relate to each area in sports and entertainment marketing in regards to logos, slogans, trademarks, brand names, trade names, trade characters, and protecting all intellectual properties. MKT-ISEM-5.3

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MKT-ISEM-6. Apply concepts and processes associated with successful financial planning in sports and entertainment marketing. MKT-ISEM-6

1. Explain the relationship between sports and entertainment marketing and impact on the economy. MKT-ISEM-6.1
2. Discuss the profit motive and describe economic utility as it applies to sports and entertainment marketing. MKT-ISEM-6.2
3. Discuss funding and revenue sources for sports and entertainment businesses (i.e. MKT-ISEM-6.3
4. Discuss pricing strategies used to increase sales in sports and entertainment marketing (i.e. personal appearances, contests, giveaways, etc.). MKT-ISEM-6.4
5. Describe the role of business ethics in pricing. MKT-ISEM-6.5
6. Explain the use of technology in the pricing function. MKT-ISEM-6.6

MKT-ISEM-7. Analyze product/service marketing as it relates to sports and entertainment marketing. MKT-ISEM-7

1. Describe the use of technology in the product/service management. MKT-ISEM-7.1
2. Explain the uses of grades and standards in marketing. MKT-ISEM-7.2
3. Discuss factors used by marketers to position products/services. MKT-ISEM-7.3
4. Describe factors used by businesses to position corporate brands (i.e. the importance of developing company branding including venue aesthetics, maintenance, and appeal). MKT-ISEM-7.4

MKT-ISEM-8. Differentiate between the components of the sports marketing industry. MKT-ISEM-8

1. Differentiate between professional sports and amateur sports. MKT-ISEM-8.1
2. Discuss international sports and activities. MKT-ISEM-8.2
3. Discuss the economic impact of global marketing as it applies to international sporting and entertainment events. MKT-ISEM-8.3
4. Explain management functions for college, amateur, and professional sports, and the impact sports has on an economy. MKT-ISEM-8.4
5. Explain the personal financial impact of participating in amateur and recreational sports. MKT-ISEM-8.5

MKT-ISEM-9. Analyze the field of marketing as it relates to the elements of the entertainment industry: television, radio, music, movie, theater, and fine arts. MKT-ISEM-9

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1. Examine the history of each element above and its relationship to the economy. MKT-ISEM-9.1

2. Develop a timeline for each element above. MKT-ISEM-9.2
3. Examine the current economic impact of the industry on the local, national, and international markets. MKT-ISEM-9.3
4. Include changes and trends in technology. MKT-ISEM-9.4
5. Examine changes in marketing as it relates to green venues, technology, etc. MKT-ISEM-9.5

MKT-ISEM-10. Interpret the elements of the selling process as they relate to sports and entertainment marketing. MKT-ISEM-10

1. Identify various sales methodologies used in sports and entertainment marketing (i.e. MKT-ISEM-10.1
2. Explain strategies for attracting secondary sales (i.e. advance ticket sales and other strategies for getting highly sought tickets). MKT-ISEM-10.2
3. Explain the difference between ticket brokers and ticket scalpers. MKT-ISEM-10.3
4. Evaluate the impact of competition as it applies to a profitable event. MKT-ISEM-10.4
5. Explain sales activities used to generate profit at an event (i.e. merchandise, sponsorships, media guides, and advertisement space). MKT-ISEM-10.5
6. Identify the various methods of ticket processing (i.e. paperless tickets, season, suite, group, Qualitative Research (QRC), telephone orders, internet orders, will-call windows, complimentary tickets, etc.). MKT-ISEM-10.6
7. Explain the nature of sales forecasting. MKT-ISEM-10.7
8. Describe the use of technology in the selling function. MKT-ISEM-10.8

MKT-ISEM-11. Interpret legal and ethical behaviors as they relate to the sports and entertainment marketing field. MKT-ISEM-11

1. Define ethics. MKT-ISEM-11.1
2. Discuss the impact of unethical behavior. MKT-ISEM-11.2
3. Discuss the need for contracts. MKT-ISEM-11.3
4. Describe the importance of copyright laws. MKT-ISEM-11.4

MKT-ISEM-12. Incorporate communication and presentation skills into sports and entertainment activities. MKT-ISEM-12

1. Identify methods of appropriate communication for a sports/entertainment activity. MKT-ISEM-12.1
2. List the steps necessary to prepare multimedia presentations. MKT-ISEM-12.2
3. Demonstrate effective speaking skills. MKT-ISEM-12.3

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4. List trade journals, periodicals, and online resources for professional development. MKT-ISEM-12.4
5. Describe methods of communication that may be used to conduct business with clients and vendors. MKT-ISEM-12.5

MKT-ISEM-13. Arrange appropriate and efficient channels of distribution for sports and entertainment events. MKT-ISEM-13

1. Explain the distribution systems for sports and entertainment marketing events. MKT-ISEM-13.1
2. Explain the distribution process as it applies to the various elements, such as television, radio, music, movie, theater, and fine arts. MKT-ISEM-13.2
3. Explain the concept of vertical integration in the sports and entertainment industry. MKT-ISEM-13.3
4. Describe ethical considerations in channel management. MKT-ISEM-13.4
5. Coordinate channel management with other marketing activities. MKT-ISEM-13.5

MKT-ISEM-14. Investigate career choices in sports and entertainment marketing. MKT-ISEM-14

1. Analyze current trends in sports and entertainment marketing (i.e. street marketing, viral marketing, niche marketing, and grass roots and guerilla marketing). MKT-ISEM-14.1
2. Investigate careers in sports and entertainment marketing. MKT-ISEM-14.2
3. Discuss the skills and preparation needed for a chosen career in sports and entertainment marketing. MKT-ISEM-14.3
4. Create and execute a career presentation. MKT-ISEM-14.4

MKT-ISEM-15. Compose and create a sports and entertainment marketing plan. MKT-ISEM-15

1. Determine the components of a sports or entertainment marketing plan. MKT-ISEM-15.1
2. Explain the role of promotion in a sports or entertainment marketing plan. MKT-ISEM-15.2
3. Explain the role of sponsorship in a sports or entertainment marketing plan. MKT-ISEM-15.3
4. Develop and present a complete sports or entertainment marketing plan. MKT-ISEM-15.4