Kansas CTE

Sports/Entertainment Marketing (2022)

Understand basic marketing concepts and terminology as it pertains to the sports and entertainment industry.	**1.1** Discuss the impact of marketing on profitability in sports and entertainment marketing. EM 1.1
	1.2 Understand core concepts of marketing (e.g channel management, marketing-information management, market planning, pricing, branding and product/service management, promotion, selling. EM 1.2
	1.3 Understand the various components of an event (e.g. event trial-event, sponsor, fan) and their interrelatedness. EM 1.3
Understand the event as it pertains to the sports & entertainment industry.	**2.1** Discuss challenges of marketing special and entertainment events (i.e. Olympics and awards shows). EM 2.1
	2.2 Examine the relationship of the event to fans and sponsors. EM 2.2
	2.3 Explore the importance of event marketing and its relationship with event logistics (e.g. ticketing, gate, receipt, venue, concessions, merchandising, seating, staffing, etc.). EM 2.3
	2.4 Discuss the impact of event marketing and ways of evaluating an event (e.g. attendance, gate, fan-fun experiences, ticket sales, fan reactions, consumer evaluations, return on investment, venue capacity or perceived crowding, etc.). EM 2.4
Understand the sponsor as it pertains to the sports & entertainment industry	**3.1** Identify the benefits for a company involved in a sports/entertainment event or property EM 3.1
	3.2 Explore sports and entertainment activities a sponsor engages in to market products (e.g. athlete signing events, promotional & merchandising tie-ins, fan gear, venue signs, movie characters, etc.). EM 3.2
	3.3 Compare and contrast endorsements and sponsorships. EM 3.3
	3.4 Discuss the relationship between an athlete/entertainer's ethical behavior and promotional value. EM 3.4
Un Skip to main content **pertains to the sports**	**Discuss the impact of fan behavior on public relations.** EM 4.1

and entertainment industry	**4.2** Examine the relationship of fans to the event and sponsors. EM 4.2
	4.3 Discuss how the sports and entertainment industry builds customer profiles. EM 4.3
Understand how basic marketing components are used in the entertainment industry (movie, music, plays, fine arts)	**5.1** Explore ways movies are marketed/promotes. E 5.1
	5.2 Explore different ways fine arts (ballet, museums, theatre, traveling exhibits, guest artists/conductors, etc.) are marketed/promoted. EM 5.2
	5.3 Discuss how sources of at-home entertainment (e.g. Cable, Netflix, SlingTV, Hulu TV, On-demand, pay-per-view, etc.) influence the distribution of entertainment. EM 5.3
	5.4 Explain how revenue is generated in the arts (movies, music, plays, fine arts) and the various factors that affect revenue generation. EM 5.4
Understand the importance of elements used in developing a sports/entertainment marketing campaign.	**6.1** Explain methods of advertising sports and entertainment events. EM 6.1
	6.2 Define goals of public relations. EM 6.2
	6.3 Develop a sports/entertainment strategy or plan. EM 6.3
	6.4 Plan, manage and monitor day-to-day activities of marketing communications and management operations. EM 6.4
Understand ethical and legal considerations related to the practice of digital marketing.	**7.1** Recognize some of the social and ethical implications of advertising. EM 7.1
	7.2 Define state and federal laws governing advertising practices. EM 7.2
	7.3 Model integrity, ethical leadership and effective management. EM 7.3
Understand the importance of brand image and consumer psychology used in advertising and promotion.	**8.1** Explore the following terms related to brand: brand, brand name, brand mark/logo, generic brand, brand recognition, brand preference, private/store brand, licensing, consumer psychology. EM 8.1
	8.2 List the characteristics of a good brand image. EM 8.2
	8.3 Explain how branding helps consumers and marketers differentiate products. EM 8.3
	8.4 Explain the difference between brand name and trade name. EM 8.4
	8.5 List the stages of brand loyalty. EM 8.5
	8.6 Explain the advantages and disadvantages of business and product branding. EM 8.7

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	8.7 Discuss the importance of color, emotion, logo, slogan, music, and lighting n customer psychology. EM 8.7
Marketing Analytics	**9.1** Ex[;mom the terminology and tools of marketing analytics. EM 9.1
	9.2 Identify metrics for tracking digital and traditional marketing efforts. EM 9.2
	9.3 Understand the importance of using data when making decisions in marketing. EM 9.3
Understand careers available in the sports & entertainment industry	**10.1** Explore career opportunities and adverting and promotions. EM 10.1
	10.2 Illustrate the services of professional organizations in advertising. EM 10.2
	10.3 Explore the online presence and personal brand of oneself (i.e. the student) EM 10.3
	10.4 Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle. EM 10.4
	10.5 Explore the workforce and labor market information to determine needs when developing WBL experience with a career plan. EM 10.5
	10.6 Identify the purpose and goals of a Career and Technology Student Organization (CTSO) EM 10.6