

Sports and Entertainment Marketing

Channel Management CM

Acquire foundational knowledge of channel management to understand its role in marketing.

- 1 Explain the nature and scope of channel management CM:001
- 2 Explain the nature of channels of distribution CM:003

Marketing-Information Management IM

Acquire foundational knowledge of marketing-information management to understand its nature and scope.

- 1 Identify data monitored for marketing decision making IM:184
- 2 Explain the nature and scope of the marketing-information management function IM:001
- 3 Explain the need for sport/entertainment/event marketing data IM:245

Understand marketing-research activities to show command of their nature and scope.

- 4 Explain the nature of marketing research IM:010

Understand data-collection methods to evaluate their appropriateness for the research problem/issue.

- 5 Explain sources of secondary sport/entertainment/event data IM:246
- 6 Explain sources of primary sport/entertainment/event marketing data IM:249

Collect secondary marketing data to ensure accuracy and adequacy of information for decision-making.

- 7 Search the Internet for sport/entertainment/event marketing information IM:247

Marketing MK

Understand marketing's role and function in business to facilitate economic exchanges with customers.

- 1 Explain marketing and its importance in a global economy MK:001
- 2 Explain marketing and its importance in a global economy MK:002
- 3 Explain the nature of entertainment/event marketing MK:024

Understand sport/entertainment/event marketing's role and function in business to facilitate economic exchanges with customers.

- 1 Explain the nature of sports marketing MK:012

Market Planning MP

Develop marketing strategies to guide marketing tactics.

- 1 Explain the concept of marketing strategies MP:001

Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

- 1 Explain the concept of market and market identification MP:003
- 2 Describe the nature of target marketing in sport/entertainment/event marketing MP:037
- 3 Identify ways to segment sport/entertainment/event markets MP:038

Professional Development PD

Acquire information about the sport/entertainment/event industry to aid in making career choices.

- 1 Discuss the nature of the sport/entertainment/event industries PD:115
- 2 Describe the impact of sports/entertainment/events on communities PD:107
- 3 Explain career opportunities in sports/entertainment/event marketing PD:051

Pricing PI

Develop a foundational knowledge of pricing to understand its role.

- 1 Explain the nature and scope of the pricing function PI:001
- 2 Identify factors affecting pricing of sport/entertainment/event products (e.g., lead time, market demand, market segmentation, smoothing, responding to competitors) PI:047

PM. Product/Service Management PM

Acquire a foundational knowledge of product/service management to understand its nature and scope.

- 1 Explain the nature and scope of the product/service management function PM:001
- 2 Identify the impact of product life cycles on marketing decisions PM:024

Employ product-mix strategies to meet customer expectations.

- 1 Explain elements of the sport/entertainment/event product PM:079

Position products/services to acquire desired business image.

- 1 Explain the nature of sport/entertainment/event brand/branding PM:141
 - 2 Explain the use of licensing in sport/entertainment/event marketing PM:139
 - 3 Explain the role of endorsements in sport/entertainment/event marketing PM:140
 - 4 Explain the use of naming rights in sport/entertainment/event marketing PM:142
-

Promotion PR

Acquire a foundational knowledge of promotion to understand its nature and scope.

- 1 Explain the role of promotion as a marketing function PR:001
- 2 Explain the types of promotion (i.e., institutional, product) PR:002
- 3 Identify the elements of the promotional mix PR:003

Understand promotional channels used to communicate with targeted audiences.

- 4 Explain advertising media used in the sport/entertainment/event industries PR:177

Understand the use of direct marketing to attract attention and to build brand.

- 5 Describe sport/entertainment/event industries' utilization of digital media PR:240

Selling (SE)

Acquire a foundational knowledge of selling to understand its nature and scope.

- 1 Explain the nature and scope of the selling function SE:017

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

- 2 Determine sport/entertainment/event features and benefits SE:188
- 3 Describe factors that motivate people to participate in/attend sports/entertainment/events SE:209