

MH31 Sport and Event Marketing I

Understand the fundamentals of sport and event industries. B2

1.01 Understand career opportunities in sport and event marketing. B2

1.02 Explain the impact of sports and events on communities. B2

1.03 Understand motivational factors for attending and participating in sports and events. B2

Understand sport and event marketing. B2

2.01 Explain the nature of sport and event marketing. B2

2.02 Explain the nature of target marketing in sport and event marketing. B2

2.03 Classify methods of segmenting sport and event markets. B2

2.04 Identify trends in the sport and event industries. B2

Understand the importance of marketing data in sport and event industries. B2

3.01 Understand the need for sport and event marketing data. B2

3.02 Explain sources of sport and event marketing data. B2

Understand how sport and events are branded. B2

4.01 Explain elements of the sport and event products. B2

4.02 Explain the nature of sport and event branding. B2

4.03 Explain the nature of sponsorship in the sport and event industries. B2

4.04 Explain the role of endorsements in sport and event marketing. B2

4.05 Explain the use of licensing in sport and event marketing.

Understand promotion ideas and media used for sport and events.

5.01 Explain advertising media used in the sport and event industries.

5.02 Identify "out-of-the-box" sales promotion ideas for sports and events.

5.03 Describe the use of digital media in sport and event industries.