

MH32 Sport and Event Marketing II Honors

Understand the legal, financial, and economic impacts of sport and event marketing. **B2**

1.01 Explain legal issues affecting the marketing of sport and event products. **B2**

1.02 1.02 Understand cultural considerations for planning sports and events. **B2**

1.03 Explain the need for event insurance. **B2**

Apply market planning for sport and event marketing. **B3**

2.01 Select target market. **B3**

2.02 Conduct market analysis. **B3**

2.03 Conduct SWOT analysis for use in the marketing planning process. **B3**

Implement promotional activities for sports and events. **B3**

3.01 Coordinate activities in the promotional mix. **B3**

3.02 Prepare promotional budget and calendar. **B3**

3.03 Set sponsorship objectives. **B3**

3.04 Plan special events for sports and events. **B3**

Apply marketing strategies to meet customer expectations. **B3**

4.01 Determine merchandising opportunities for a sport and event. **B3**

4.02 Determine goods and services required for an event. **B3**

4.03 Select strategies for maintaining and building fan support. **B3**

4.04 Develop viral sport and event marketing strategies. **B3**

Apply marketing analytics used in the sport and event industries. **B3**

5.01 Explain the importance of marketing analytics in the sport and event industries.

5.02 Utilize marketing analytics tools for the sport and event industries.