North Carolina CTE

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.