South Carolina CTE

Sports and Entertainment Marketing (2019)

SAFETY

Effective professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Review school safety policies and procedures. A.1
2. Review classroom safety rules and procedures. A.2
3. Review safety procedures for using equipment in the classroom. A.3
4. Identify major causes of work-related accidents in office environments. A.4
5. Demonstrate safety skills in an office/work environment. A.5

STUDENT ORGANIZATIONS

Effective professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO). B.1
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses. B.2
3. Explain the benefits and responsibilities of being a member of a CTSO. B.3
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities. B.4
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations. B.5

TECHNOLOGY KNOWLEDGE

Effective professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation. C.1
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes. C.2

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3 Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks. C.3

4 Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; cyberbullying; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment). C.4

5 Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, Creative Commons, and other elements for personal use. C.5

6 Describe ethical and legal practices of safeguarding the confidentiality of business-related information. C.6

7 Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks. C.7

PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1 Demonstrate punctuality. D.1

2 Demonstrate self-representation. D.2

3 Demonstrate work ethic. D.3

4 Demonstrate respect. D.4

5 Demonstrate time management. D.5

6 Demonstrate integrity. D.6

7 Demonstrate leadership. D.7

8 Demonstrate teamwork and collaboration. D.8

9 Demonstrate conflict resolution. D.9

10 Demonstrate perseverance. D.10

11 Demonstrate commitment. D.11

12 Demonstrate a healthy view of competition. D.12

13 Demonstrate a global perspective. D.13

14 Demonstrate health and fitness. D.14

15 Demonstrate self-direction. D.15

16 Demonstrate lifelong learning. D.16

PROFESSIONAL KNOWLEDGE

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

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1 Demonstrate effective speaking and listening skills. E.1

2 Demonstrate effective reading and writing skills. E.2

3 Demonstrate mathematical reasoning. E.3

4 Demonstrate job-specific mathematics skills. E.4

5 Demonstrate critical-thinking and problem-solving skills. E.5

6 Demonstrate creativity and resourcefulness. E.6

7 Demonstrate an understanding of business ethics. E.7

8 Demonstrate confidentiality. E.8

9 Demonstrate an understanding of workplace structures, organizations, systems, and climates. E.9

10 Demonstrate diversity awareness E.10

11 Demonstrate job acquisition and advancement skills. E.11

12 Demonstrate task management skills. E.12

13 Demonstrate customer-service skills. E.13

MARKETING FUNDAMENTALS

Effective sports and entertainment marketing professionals demonstrate knowledge in marketing fundamentals, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Explain the marketing concept. F.1

2 Analyze the significance of the 4 P's of Marketing, i.e., product, price, place, and promotion applies to sports and entertainment industries. F.2

3 Describe each of the marketing core functions, i.e., channel management, marketing information management, marketing planning, pricing, product service management, promotion, and selling. F.3

4 Discuss the marketing cycle F.4

5 Explain the concept and types of market segmentation, i.e., demographics, geographic, psychographic, and behavioral. F.5

6 Explain the relationship between supply, demand, and equilibrium price. F.6

7 Explain the impact of technology on marketing sports and entertainment. F.7

INTRODUCTION TO SPORTS AND ENTERTAINMENT INDUSTRIES

Effective sports and entertainment marketing professionals demonstrate knowledge in the sports and entertainment industries, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Identify the different segments of the sports industry (e.g., professional, collegiate, recreational, Fantasy Leagues, etc.) G.1

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Identify the different segments of the entertainment industry (e.g., family, live concert, performing arts, theme parks, etc.) G.2

MARKETING INFORMATION AND PRODUCT SERVICE

Sports and entertainment marketing professionals demonstrate effective marketing information and product service management skills, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Describe the role marketing information management plays in sports and entertainment. H.1

2 Describe the need for marketing information in sports and entertainment. H.2

3 Identify research activities/data collection tools used in marketing information management as related to sports and entertainment (e.g., surveys, focus groups, interviews, and customer reviews). H.3

4 Determine marketing research problems or issues. H.4

5 Collect and analyze data to evaluate appropriateness for research problem or issue. H.5

6 Interpret marketing information to influence future marketing activities. H.6

7 Design a product customization for a specific marketsegment. H.7

PRICING AND DISTRIBUTION

Sports and entertainment marketing professionals understand the need for effective price planning and distribution strategies, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Discuss the financial impact of sports and entertainment events on local economies, (e.g., job creation, tax revenue, destination competiveness). I.1

2 Explain how revenue is generated by sports and entertainment events, (e.g., ticket sales, concessions, apparel, parking, merchandise). I.2

3 Explain the factors that affect pricing decisions (e.g., target market, demographics, timing, costs, and locations). I.3

4 Compare and contrast pricing policies and strategies (refunds, discount offering, and sales promotions). I.4

5 Analyze methods of distribution to determine impact on pricing. I.5

6. Discuss various ways in which sports and entertainment is distributed through modern mediums (e.g., livestreaming, social media, pay-per-view, mobile applications). I.6

MARKETING AND PROMOTION

Sports and entertainment marketing professionals understand the need for effective marketing and promotion strategies, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Describe the market for sports and entertainment. J.1

2 Discuss promotion and its objectives. J.2

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Compare and contrast sports and entertainment promotionalstrategies and how they differ across industry segments and venues. J.3

4 Evaluate various marketing tools used for promotion, (e.g., advertising, personal selling, sales promotion, and publicity). J.4

5 Explain how firms help overcome challenges in marketing non-traditional sports and entertainment (e.g., Olympics, X-Games, eSports). J.5

6 Differentiate between sponsors, endorsers, and influencers. J.6

7 Analyze sponsors, endorsers, and influencers' impact on sports and entertainment marketing. J.7

8 Assess how community relations have a direct impact on an image and brand (e.g., charitable contributions). J.8

9 Justify the effect of ethical/unethical behavior on an athlete's promotional value. J.9

10 Analyze the promotional value of industry-specific awards and recognition programs. J.10

11 Create customer relationship management strategies to enhance brand/fan loyalty (e.g., loyalty cards, fan clubs, and points system). J.11

12 Design various strategies for communication between the promoter, producer, event marketer and the destination. J.12

SELLING

Sports and entertainment marketing professionals demonstrate effective selling skills, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Identify the seven steps in the selling process. K.1

2 Create a sales presentation package to support sales presentation to include promotional materials (e.g., catalogs, brochures, business cards, displays, etc.) K.2

3 Present effective face-to-face and digital sales pitches. K.3

- a Establish rapport with customer. K.3.A
- b Demonstrate product knowledge. K.3.B
- c Match product benefits to customer's needs. K.3.C
- d Incorporate effective verbal and non-verbal communication skills. K.3.D
- e Identify and incorporate emerging trends. K.3.E
- f Define sales terms and pricing structure. K.3.F

MARKETING PLAN

Sports and entertainment marketing professionals understand the significance of an effective marketing plan, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Explain the basic elements of a marketing plan and how each component of the marketing plan contributes to successful marketing. L.1

2 Conduct a SWOT and PEST analysis to plan for opportunities in the market. L.2

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3 Develop an effective marketing plan that includes, but not limited to, executive summary, situation analysis, objectives, marketing strategies, implementation, evaluation and control, and measures that can be used to quantify and/or qualify the results of the plan. L.3

BUSINESS ETHICS AND LAW

Sports and entertainment marketing professionals demonstrate appropriate ethical behavior, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Analyze current events and laws that affect the sports and entertainment industries. M.1

2 Debate the positive and negative impact of trademark and copyright infringement within the sports and entertainment industries. M.2

3 Explain the need for contracts, royalties, and licensing in the sports and entertainment industry. M.3

4 Debate the impact that unions, strikes, and protests may have on the sports and entertainmentindustries. M.4

PROFESSIONAL DEVELOPMENT

Sports and entertainment marketing professionals understand the importance for professional development, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Research careers, career trends, compensation, and opportunities found in the sports and entertainment industry. N.1

2 Research education and training requirements for a particular career. N.2

3 Identify and apply personal and workplace characteristics necessaryfor a career in sports and entertainment marketing. N.3

4 Differentiate between employee and sponsor benefits and perks associated with careers in sports and entertainment. N.4

5 Discuss how professional appearance (dress, grooming, speech) impacts a brand's image. N.5

6 Create a résumé and cover letter. N.6

7 Establish SMART goals and monitor progress. N.7