Texas CTE

Sports and Entertainment Marketing (2017)

Implementation. A

1 **The provisions of this section shall be implemented by school districts beginning with the 2017-2018 school year.** A.1

2 **School districts shall implement the employability skills student expectations listed in §127.15(d)(1) of this chapter (relating to Career and Technical Education Employability Skills) as an integral part of this course.** A.2

General requirements. This course is recommended for students in Grades 9-12. Recommended prerequisite: Principles of Business, Marketing, and Finance. Students shall be awarded one-half credit for successful completion of this course. B

b **General requirements. This course is recommended for students in Grades 9-12. Recommended prerequisite: Principles of Business, Marketing, and Finance. Students shall be awarded one-half credit for successful completion of this course.** B

Introduction. C

1 **Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.** C.1

2 **The Business, Marketing, and Finance Career Cluster focuses on planning, managing, organizing, directing, and evaluating business functions essential to efficient and productive business management, finance, operations, and marketing.** C.2

3 **Sports and Entertainment Marketing will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and entertainment. The areas this course will cover include basic marketing concepts, publicity, sponsorship, endorsements, licensing, branding, event marketing, promotions, and sports and entertainment marketing strategies.** C.3

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tudents are encouraged to participate in extended learning experiences such as areer and technical student organizations and other organizations that foster

leadership and career development in the profession such as student chapters of related professional associations. C.4

5 **Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.** C.5

Knowledge and skills. D

1 **The student knows business concepts and explains how business satisfies economic needs. The student is expected to:** D.1

- A categorize business activities such as production, marketing, management, or finance; D.1.A
- B analyze the interdependence each business activity has with marketing; D.1.B
- C demonstrate an understanding of the forms of business; and D.1.C
- D demonstrate an understanding of the concept of economic impact. D.1.D

2 **The student knows the importance of marketing as well as the functions of marketing. The student is expected to:** D.2

- A explain the marketing concept as it relates to sports and entertainment; D.2.A
- B describe each marketing function and how it relates to sports and entertainment; D.2.B
- C explain how each component of the marketing mix contributes to successful marketing; D.2.C
- D express the importance of target markets; D.2.D
- E describe advantages and disadvantages of market segmentation and mass marketing; D.2.E
- F explain the importance of market research and analysis; D.2.F
- G illustrate the concept of positioning; and D.2.G
- H describe how international marketing has affected the sports and entertainment industry. D.2.H

3 **The student knows that distribution channel members facilitate the movement of products. The student is expected to:** D.3

- A explain channels of distribution for sports and entertainment marketing products; and D.3.A
- B describe activities of each channel member. D.3.B

4 **The student knows how sports and entertainment businesses achieve profitability. The student is expected to:** D.4

- A evaluate sources of financial information, including budgets, balance sheets, and income statements; D.4.A
- B explain the concept and importance of revenue streams; and D.4.B

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C explain the relationship of profit and loss to sports and entertainment products. D.4.C

5 The student knows the marketing-information system. The student is expected to: D.5

A use a marketing-information system to make informed business decisions; and D.5.A

B analyze data used to make accurate forecasts and informed business decisions. D.5.B

6 The student knows pricing strategies. The student is expected to: D.6

A compare and contrast pricing strategies; and D.6.A

B analyze the price of sports and entertainment marketing products. D.6.B

7 The student knows the elements and processes of product planning. The student is expected to: D.7

A describe stages of new-product planning; D.7.A

B illustrate the product mix; and D.7.B

C identify stages of the product life cycle for new or existing sports or entertainment marketing products. D.7.C

8 The student knows that successful marketers must develop, implement, and evaluate a promotional plan. The student is expected to: D.8

A identify, create, and demonstrate elements of the promotional mix; and D.8.A

B analyze a promotional plan for effectiveness. D.8.B

9 The student knows that various types of risks impact business activities. The student is expected to: D.9

A identify business risks that are commonly associated with sports and entertainment business; and D.9.A

B explain methods a sports and entertainment business uses to control risks. D.9.B

10 The student identifies the role of selling and emphasizes its importance in a sports and entertainment business. The student is expected to: D.10

A explain how selling contributes to economic activity; D.10.A

B describe the process of selecting and merchandising sports and entertainment products; D.10.B

C demonstrate steps in the selling process using sports and entertainment products; D.10.C

D explain the importance of ticket sales; and D.10.D

E develop a ticket sales strategy for a sports and entertainment product. D.10.E

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11 The student identifies the nature and scope of sports and entertainment marketing. The student is expected to: D.11

- A research and explain the history of sports and entertainment as an industry and how it impacts today's marketplace; D.11.A
- B identify sports and entertainment marketing terms; D.11.B
- C list major environmental influences on sports and entertainment demand; D.11.C
- D define sports marketing and entertainment marketing; D.11.D
- E explain topics, including legislation and ethics, that impact sports and entertainment marketing; D.11.E
- F research trends and emerging technologies affecting the sports and entertainment marketing industry; and D.11.F
- G explain the concept of competition for discretionary income. D.11.G

12 The student knows that a career in sports and entertainment marketing requires knowledge of demographics. The student is expected to: D.12

- A explore how the use of demographics has influenced the industry; and D.12.A
- B differentiate between buying habits and buying preferences. D.12.B

13 The student knows that a career in sports and entertainment marketing requires knowledge of the industry. The student is expected to: D.13

- A research careers in the sports and entertainment marketing industry; D.13.A
- B list and describe businesses related to sports and entertainment; and D.13.B
- C distinguish between the different roles in sports and entertainment marketing. D.13.C

14 The student identifies reasons a sports and entertainment business would use marketing. The student will be expected to: D.14

- A describe and simulate activities to market a sports and entertainment product; D.14.A
- B understand why sports and entertainment businesses use marketing; D.14.B
- C understand the importance of and key components of a marketing plan; D.14.C
- D explain and give examples of marketing using sports and entertainment; and D.14.D
- E explain and give examples of marketing of sports and entertainment. D.14.E

15 The student understands the impact event marketing has on the sports and entertainment industry. The student is expected to: D.15

- A define event marketing; D.15.A
- B explain and provide examples of how event marketing attracts all three components of the event triangle (event, sponsor, and spectator); and D.15.B

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C develop an effective event marketing strategy for a sports and entertainment product. D.15.C

16 **The student has an understanding of sponsorship proposals and contracts. The student is expected to:** D.16

A identify components and content for a sponsorship proposal; D.16.A

B define and explain sponsorship issues; D.16.B

C categorize costs associated with a sponsorship; D.16.C

D identify types of sponsorship sales and relationship development; D.16.D

E examine benefits of sponsorship opportunities; and D.16.E

F explain laws that may affect a sponsorship agreement. D.16.F

17 **The student has an understanding of endorsement contracts. The student is expected to:** D.17

A identify components of endorsement contracts; D.17.A

B discuss issues related to celebrity behavior on endorsements; and D.17.B

C research the rationale for a business to engage in endorsement contracts. D.17.C

18 **The student understands the importance of branding. The student is expected to:** D.18

A define branding; D.18.A

B differentiate between types of brands; D.18.B

C identify examples of brand equity and brand extension in sports and entertainment; D.18.C

D explain the value in building a strong brand; and D.18.D

E determine the characteristics of a successful brand. D.18.E

19 **The student understands the importance of licensing. The student is expected to:** D.19

A define licensing; D.19.A

B distinguish between licensor and licensee; D.19.B

C explain the advantages and disadvantages of licensing; and D.19.C

D identify examples of licensing in sports and entertainment. D.19.D

20 **The student knows the effect the fan experience has on the success of a sports business. The student is expected to:** D.20

A explain how promoting and implementing a positive fan experience impacts revenues; D.20.A

B describe situations that impact the fan experience; D.20.B

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C describe the concept of the fan/spectator experience; D.20.C

D define the term game operations; D.20.D

E explain the role of game entertainment in the sports business; D.20.E

F define game attractiveness; D.20.F

G identify game involvement activities that enhance fan experience; and D.20.G

H create a game operations plan to increase game attractiveness. D.20.H

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21 The student understands the importance of effectively communicating information with customers, media, and fans. The student is expected to: D.21

A explain why communications in sports and entertainment are important; D.21.A

B understand issues that impact the business of sports and entertainment; D.21.B

C define media; D.21.C

D understand the importance of media rights; D.21.D

E define publicity; D.21.E

F differentiate between publicity, public relations, media relations, and community relations; D.21.F

G create a press release; D.21.G

H create a press kit; and D.21.H

I simulate a press conference. D.21.I

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22 The student understands the strategies of successful entertainment marketing. The student is expected to: D.22

A discuss the different kinds of entertainment distribution; D.22.A

B identify strategies to market entertainment products; and D.22.B

C explain the promotional value of entertainment awards. D.22.C