Virginia CTE

Sports and Entertainment Marketing (8175)

Understanding the Importance of Sports and Entertainment Marketing SEM.1	1 **Explain the importance and impact of the sports and entertainment industries.** SEM.1.1
	2 **Describe the past, present, and future of the sports and entertainment industries.** SEM.1.2
	3 **Explain hospitality as it relates to the sports and entertainment industries.** SEM.1.3
	4 **Analyze trends and innovations in the sports and entertainment industries.** SEM.1.4
Developing an Overview of Marketing SEM.2	1 **Explain marketing as it relates to the sports and entertainment industries.** SEM.2.1
	2 **Identify the components (the Ps) of the marketing mix as they relate to sports and entertainment marketing.** SEM.2.2
	3 **Describe the marketing concept as related to the sports and entertainment industries.** SEM.2.3
	4 **Explain the concept of target marketing.** SEM.2.4
	5 **Describe the marketing functions.** SEM.2.5
Developing Interpersonal Skills SEM.3	1 **Identify types of communication used in sports and entertainment.** SEM.3.1
	2 **Identify the role of communication in effective work relationships.** SEM.3.2
	3 **Develop presentation skills as a form of business communication.** SEM.3.3
	4 **Identify ethical and unethical business practices.** SEM.3.4
Developing Customer Service Skills SEM.4	1 **Explain the importance of customer service as it relates to the sports and entertainment industries.** SEM.4.1
	2 **Compare various types of customer service.** SEM.4.2

	3	**Translate technical language into commonly understood language.** SEM.4.3
	4	**Communicate a customer-service suggestion to a supervisor.** SEM.4.4
	5	**Describe procedures for handling a customer's complaint.** SEM.4.5
	6	**Handle different types of customers.** SEM.4.6
	7	**Demonstrate handling an internal customer.** SEM.4.7
	8	**Explain the role of constructive criticism.** SEM.4.8
	9	**Demonstrate customer-service techniques.** SEM.4.9
	10	**Describe methods used to encourage customer retention.** SEM.4.10
Exploring the Concept of Branding SEM.5	1	**Define branding in sports and entertainment.** SEM.5.1
	2	**Explain the concept of branding as it relates to sports and entertainment marketing.** SEM.5.2
	3	**Explain product licensing and brand protection.** SEM.5.3
	4	**Explain the concept and reasons for rebranding.** SEM.5.4
Describing Product Development SEM.6	1	**Explain sports and entertainment product, sports and entertainment service, and product planning.** SEM.6.1
	2	**Explain product life cycle.** SEM.6.2
	3	**Describe the role of market research.** SEM.6.3
	4	**Create a primary or secondary research survey.** SEM.6.4
	5	**Explain the role of product positioning.** SEM.6.5
	6	**Describe the impact of uncontrollable factors on sports and entertainment product development.** SEM.6.6
Exploring Pricing Strategies SEM.7	1	**Explain pricing and the factors that affect pricing decisions.** SEM.7.1
	2	**Identify pricing strategies as they relate to the sports and entertainment industries.** SEM.7.2
Understanding the Business Structure of Sports and Entertainment Marketing SEM.8	1	**Explain business as it relates to the sports and entertainment industries.** SEM.8.1
	2	**Compare the types of business ownership and their roles in the sports and entertainment industries.** SEM.8.2

Exploring Distribution Strategies SEM.9	1	**Explain distribution and how it relates to sports and entertainment industries.** SEM.9.1
	2	**Identify challenges for distributing sports and entertainment services.** SEM.9.2
Developing a Promotional Mix SEM.10	1	**Explain promotion and promotional mix.** SEM.10.1
	2	**Identify the roles of advertising, publicity, sales promotion, direct marketing, and personal selling in the sports and entertainment industries.** SEM.10.2
	3	**Determine methods of communication used in sports and entertainment promotion.** SEM.10.3
	4	**Describe the elements of an advertisement.** SEM.10.4
Exploring the Forms and Techniques of Advertising SEM.11	1	**Explain advertising as related to sports and entertainment industries.** SEM.11.1
	2	**Identify the goals of advertising and methods of evaluating an advertisement's success.** SEM.11.2
Using Digital Media SEM.12	1	**Define current electronic marketing tools and platforms.** SEM.12.1
	2	**Identify methods for attracting customers and establishing and maintaining customer relationships.** SEM.12.2
	3	**Identify target markets' preferred platforms for various electronic marketing tools.** SEM.12.3
	4	**Compare traditional marketing and digital media marketing.** SEM.12.4
	5	**Identify the pros and cons of social media marketing.** SEM.12.5
	6	**Explain how digital media can be used to generate revenue.** SEM.12.6
Exploring Public Relations and Media Relations SEM.13	1	**Explain public relations as related to sports and entertainment industries.** SEM.13.1
	2	**Explain the concept of earned media.** SEM.13.2
	3	**Describe public relations tools.** SEM.13.3
	4	**Explain the internal and external aspects of public relations.** SEM.13.4
	5	**Analyze the effects of negative media occurrences.** SEM.13.5
Exploring Sponsorship and Endorsements SEM.14	1	**Explain sponsorship as it relates to the sports and entertainment industries.** SEM.14.1

	2 **Explain the difference between sponsorships and endorsements.** SEM.14.2
	3 **Explain the reasons for a company or organization to use sponsorships.** SEM.14.3
	4 **Identify legal restrictions placed on endorsements and sponsorships.** SEM.14.4
	5 **Explain advantages and disadvantages of endorsements.** SEM.14.5
	6 **Identify current trends in sponsorship within the sports and entertainment industries.** SEM.14.6
	7 **Describe the components and exchanges in an event triangle.** SEM.14.7
	8 **Explain the effects media broadcasting may have on decisions made by a sponsor.** SEM.14.8
Exploring Sales Promotion SEM.15	1 **Explain the advantages and disadvantages of using various forms of sales promotion in the sports and entertainment industries.** SEM.15.1
	2 **Describe the elements of a sports and entertainment sales promotion campaign.** SEM.15.2
Describing the Sales Process SEM.16	1 **Explain the types of selling and why they are important in sports and entertainment industries.** SEM.16.1
	2 **Explain merchandising (on-site and supplemental) as it relates to the sports and entertainment industries.** SEM.16.2
	3 **Explain the concept of bundling products and/or services.** SEM.16.3
	4 **Explain the steps of selling process.** SEM.16.4
Describing the Economics of the Industry SEM.17	1 **Explain economics and its relation to the sports and entertainment industries.** SEM.17.1
	2 **Explain how the phases in the business cycle affect the sports and entertainment industries.** SEM.17.2
	3 **Explain the concept of supply and demand.** SEM.17.3
	4 **Explain competition as it relates to the sports and entertainment industries.** SEM.17.4
Exploring the Marketing Plan SEM.18	2 **Describe the importance of research in developing a marketing plan.** SEM.18.2
	1 **Explain the components of the marketing plan.** SEM.18.1
	4 **Identify the components of a SWOT analysis.** SEM.18.4

	3 **Describe the importance of analyzing the marketing plan to determine return on investment (ROI).** SEM.18.3
Developing Job Search Skills SEM.19	1 **Identify occupations within the sports and entertainment industries.** SEM.19.1
	2 **Identify personal skills and interests applicable to the sports and entertainment industries.** SEM.19.2
	3 **Identify resources for a job search in the sports and entertainment industry.** SEM.19.3
	4 **Create a networking plan in the sports or entertainment industry.** SEM.19.4
	5 **Create or update a résumé and application/cover letter.** SEM.19.5
	6 **Complete a job application.** SEM.19.6
	7 **Describe the job interview process and techniques for follow-up.** SEM.19.7
	8 **(Optional) Participate in a mock interview or an informational interview with a local employer.** SEM.19.8