

SPORTS AND ENTERTAINMENT MARKETING**INDUSTRY SECTOR:** Marketing, Sales and Services Sector**PATHWAY:** Multiple Pathways**CALPADS TITLE:** Introduction to Marketing, Sales, and Service**CALPADS CODE:** 8300**HOURS:**

Total	Classroom	Laboratory/CC/CVE
180	180	0

JOB TITLE	O*NET CODE	JOB TITLE	O*NET CODE
Advertising and Promotions Managers	11-2011.00	Public Relations Specialists	27-3031.00
Public Relations and Fundraising Managers	11-2031.00	Marketing Managers	11-2021.00

COURSE DESCRIPTION:

This introductory course helps students develop an extensive understanding of marketing concepts and theories that apply to sports, entertainment, and business. Areas covered in this course include: the basics of marketing, target marketing and segmentation, sponsorship, event marketing, promotion, and marketing plans. It also includes college and amateur sports marketing, professional sports marketing, public image, the entertainment industry, entertainment marketing, and legal issues for sports and entertainment.

A-G APPROVAL: No**ARTICULATION:** None**DUAL ENROLLMENT:** None**PREREQUISITES:**

Prerequisite
None

METHODS OF INSTRUCTION

- Direct instruction
- Group and individual applied projects
- Multimedia
- Demonstration
- Field trips
- Guest speakers

STUDENT EVALUATION:

- Student projects
- Written work
- Exams
- Observation record of student performance
- Completion of assignment

INDUSTRY CERTIFICATION:

- None

RECOMMENDED TEXTS:

- Sports and Entertainment Marketing 4e by Kaser & Oelkers

PROGRAM OF STUDY

Grade	Fall	Spring	Year	Course Type	Course Name
					Sports and Entertainment Marketing

I.	INTRODUCTION AND ORIENTATION	CR	Lab/ CC	Standards
	• Demonstrate awareness of course objectives and competencies • Understand course requirements and student expectations	2	0	Academic: LS: 11-12.1, 11-12.2 RSIT: 11-12.4 CTE Anchor: Responsibility and Flexibility: 7.2, 7.3, 7.6, 7.7 CTE Pathway: A1.4
II.	THE SPORTS AND ENTERTAINMENT INDUSTRY	CR	Lab/ CC	Standards
	• Understand the role of planning in decision-making and responding to client expectations • Discuss job responsibilities in a company and identify the chain of command using an organizational chart • identify the role of management and distinguish different management styles • Identify the role of labor unions and/or professional organizations • Discuss the importance of maintaining a professional image to enhance community perception of the company/industry • Understand how individual actions can affect the larger community • Demonstrate an awareness of industry standards and career opportunities • List personal qualifications • Identify career entry opportunities • Examine advanced training opportunities • Understand career paths and strategies for obtaining employment	4	0	Academic: LS: 11-12.1, 11-12.2 RSIT: 11-12.4 CTE Anchor: Career Planning and Management: 3.1, 3.4, 3.6 CTE Pathway: A1.1, A1.2, A1.3, A1.7, A1.8
III.	WORKPLACE SAFETY	CR	Lab/ CC	Standards
	• Understand occupational safety issues and observe all safety rules • Identify fire and disaster procedures • Identify hazards in the workplace that cause accidents • Respond to emergency situations	2	0	Academic: LS: 11-12.1, 11-12.2 CTE Anchor: Health and Safety: 6.2, 6.3, 6.5 CTE Pathway: A1.8
IV.	THE WORLD OF MARKETING	CR	Lab/ CC	Standards
	• Define marketing • Explore the marketing concept • Research demographics • Examine the marketing mix • Understand economics and free enterprise • Recognize intellectual property rights • Compare and contrast the different types of business ownership • Investigate the economic impact of sports and entertainment marketing	9	0	Academic: LS: 11-12.1, 11-12.2, 11-12.5, 11-12.6 CTE Anchor: Problem Solving and Critical Thinking: 5.1 Ethics and Legal Responsibilities: 8.3, 8.4 Technical Knowledge and Skills: 10.1 CTE Pathway:

				A1.1, A2.4, A2.7, A4.1, A5.7
V.	SPORTS AND ENTERTAINMENT: CONNECTIONS AND CONTRASTS	CR	Lab/ CC	Standards
	• Research the history of sports and entertainment marketing • Analyze the impact of sports and entertainment history on today's markets • Describe how sports and entertainment marketers use tools to sell their products • Compare risk and risk management of sports and entertainment events • Compare and contrast the differences between marketing sports and entertainment products	9	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.4 HSST: 11-12.6 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.5, 10.6, 10.14 CTE Pathway: A2.6, A4.3, A4.5
VI.	THE SPORTS MARKET	CR	Lab/ CC	Standards
	• Define sports marketing • Explore the different categories of sports • Differentiate between amateur sports and professional sports • Illustrate the significance of women's sports • Discuss the significance of international sports	9	0	Academic: LS: 11-12.1, 11-12.2 RSIT: 11-12.4 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.5, 10.6, 10.8 CTE Pathway: A1.1, A4.5, A4.8
VII.	SPORTS PRODUCTS	CR	Lab/ CC	Standards
	• Define the sports consumer • Describe market segmentation • Research sports products • Analyze the differences between sports goods and services • Differentiate between the product line and product mix • Explore the economic impact of sports marketing	9	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.6 PE: 12.1, 12.2 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.5, 10.7, 10.8, 10.9 CTE Pathway: A5.6, A5.7, A8.1
VIII.	PRODUCT AND PRICE DECISIONS: SPORTS	CR	Lab/ CC	Standards
	• Differentiate between a product item and product line • Discern products as consumer goods or business goods • Examine the seven steps in developing a new product • Identify the stages in a product's lifecycle • Analyze price and the role it plays in determining profit • Examine factors that affect pricing decisions • Compare pricing strategies	9	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.6 PE: 12.2.4, 12.2.5, 12.2.6 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.5, 10.7, 10.8, 10.9

				CTE Pathway: A5.6, A5.7, A8.1
IX.	SPORTS MARKET RESEARCH AND OUTLETS	CR	Lab/ CC	Standards
	• Define market research • Illustrate how businesses use market research • Examine the steps used in the research process • Research how businesses make the place decision as part of the marketing mix • Discuss the direct and indirect channels of distribution	9	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.6 PE: 12.1 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.5, 10.7, 10.9 CTE Pathway: A4.3, A4.5, A4.1
X.	BRANDING AND LICENSING	CR	Lab/ CC	Standards
	• Explore the concept of branding and brand equity • Discuss the types of brands • Design an effective brand name • Examine product licensing and how licensed goods are merchandised • Evaluate the importance of sponsorships and endorsements • Investigate how companies choose sports endorsers for their products	9	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.6 PE: 12.2 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.2, 10.5, 10.9 CTE Pathway: A5.6, A5.7, A7.2
XI.	SPORTS PROMOTION	CR	Lab/ CC	Standards
	• Define event marketing • Compare and contrast promotion and the promotional mix in sports marketing • Compare the roles of advertising and sales promotion in sports marketing • Research the use of technology in a promotion • Explore the roles of public relations and personal selling in sports marketing • Discern the types and steps of selling	9	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.2, 11-12.6 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.8, 10.11, 10.13 CTE Pathway: A5.7, A5.6, A7.4, A7.1, A7.9
XII.	SPORTS MARKETING PLANS AND CAREERS	CR	Lab/ CC	Standards
	• Examine the purpose and function of a marketing plan • Identify each element found in a marketing plan	9	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.6 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.3, 10.7, 10.14

				CTE Pathway: A4.10, A4.11, A4.1, A4.6
XIII.	THE ENTERTAINMENT MARKET	CR	Lab/ CC	Standards
	• Define entertainment marketing • Explore different types of entertainment media • Analyze the economics of entertainment marketing • Evaluate the global impact of entertainment marketing • Compare the types of businesses and ownership in the entertainment industry • Examine forms of entertainment marketed to consumers	9	0	Academic: LS: 11-12.1, 11-12.2 PE: 12.1 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.5, 10.6, 10.8 CTE Pathway: A7.9, A7.1, A7.6, A7.4
XIV.	ENTERTAINMENT PRODUCTS AND MARKETING	CR	Lab/ CC	Standards
	• Identify types of entertainment products • Compare evergreen products • Explore location-based entertainment (LBE) • Illustrate the significance of impulse spending • Deduce why marketing is involved in entertainment product development • Differentiate between primary and secondary markets • Explain the importance of programming	9	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.2, 11-12.6 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.5, 10.6, 10.7, 10.8 CTE Pathway: A1.3, A1.1, A5.6, A7.1
XV.	PRODUCT AND PRICE DECISIONS	CR	Lab/ CC	Standards
	• Explain entertainment brand identity, brand marks, and trademarks • Identify brand strategies used by entertainment companies • Explain how celebrities are brands • Define gross profit and net profit • Identify different pricing goals • Identify factors that determine CD and concert tickets prices	9	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.2 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.4, 10.5, 10.6, 10.8, 10.9, 10.11 CTE Pathway: A4.1, A5.1, A5.3, A5.6, A7.5, A7.8, A8.1
XVI.	ENTERTAINMENT MARKET RESEARCH AND OUTLETS	CR	Lab/ CC	Standards
	• Explore how market research is used to identify target markets • Research how demographics are used in entertainment marketing • Explain the use of primary and secondary data • Differentiate between qualitative and quantitative research • Explore methods of conducting entertainment market research • Identify criteria for selecting outlets and venues	9	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.6 CTE Anchor: Technical

				Knowledge and Skills: 10.1, 10.5, 10.7 CTE Pathway: A4.8, A4.6, A4.4, A4.5
XVII.	IMAGES AND LICENSING	CR	Lab/CC	Standards
	- Examine the importance of image as it pertains to marketing - Explore the role of advertising in entertainment promotion - Discuss how the United States government controls endorsements - Describe the role of sponsorship in entertainment marketing - Assess the importance of entertainment product licensing - Examine aspects of royalties	9	0	Academic: LS: 11-12.1, 11-12.2 PE: 12.3 CTE Anchor: Ethics and Legal Responsibilities: 8.2, 8.3, 8.4, 8.7 Technical Knowledge and Skills: 10.1, 10.8 CTE Pathway: A7.6, A7.2, A7.1
XVIII.	ENTERTAINMENT PROMOTION	CR	Lab/CC	Standards
	- Analyze the promotional mix in entertainment marketing - Explore the role of advertising in entertainment promotion - Evaluate the importance of public relations in entertainment marketing - Differentiate between personal selling and promotions in entertainment marketing - Compare media and non-media advertisements - Research how other promotional methods are used in entertainment marketing - Illustrate the importance of reaching diverse markets	9	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.2, 11-12.6 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.5, 10.8 CTE Pathway: A7.3, A7.8, A7.9
XIX.	ENTERTAINMENT MARKETING PLANS	CR	Lab/CC	Standards
	- Create an entertainment marketing plan - Design a business plan - Formulate a promotional plan	15	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.2, 11-12.6 CTE Anchor: Communications: 2.4 Ethics and Legal Responsibilities: 8.8 Technical Knowledge and Skills: 10.1, 10.3, 10.14 CTE Pathway: A4.10, A4.11
XX.	EMPLOYMENT LITERACY	CR	Lab/CC	Standards

	• Identify available positions in the industry through the use of the Internet • Complete an application form correctly • Prepare a written resume • Participate in a simulated employment interview • Prepare a portfolio	10	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.2, 11-12.6 CTE Anchor: Communications: 2.3, 2.4 Career Planning and Management: 3.3, 3.4, 3.9 CTE Pathway: A1.7, A1.3
XXI.	PERSONAL SKILLS RELATED TO EMPLOYMENT	CR	Lab/ CC	Standards
	• Be prompt, attend class regularly, and follow absence notification procedures • Develop and maintain acceptable working relations • Demonstrate the ability to manage time wisely • Demonstrate a positive and cooperative attitude • Demonstrate values of honesty and integrity • Demonstrate respect for others • Dress in a professional manner according to industry standards • Demonstrate appropriate personal hygiene/grooming and dress • Demonstrate responsibility by exerting a high level of effort and working toward a goal	3	0	Academic: LS: 11-12.1 CTE Anchor: Career Planning and Management: 3.1, 3.2 Responsibility and Flexibility: 7.2, 7.7 Ethics and Legal Responsibilities: 8.2, 8.3, 8.5 CTE Pathway: A1.2, A1.1, A1.7
XXII.	INTERPERSONAL SKILLS AND GROUP DYNAMICS	CR	Lab/ CC	Standards
	• Work as a member of a team • Identify proper procedures for handling harassment • Demonstrate leadership skills by working independently, making appropriate decisions, working well with others, and accepting constructive criticism • Demonstrate the ability to accept and work with individuals from various cultures	3	0	Academic: LS: 11-12.1, 11-12.2 CTE Anchor: Leadership and Teamwork: 9.2, 9.3 CTE Pathway: A1.7
XXIII.	THINKING AND PROBLEM SOLVING SKILLS	CR	Lab/ CC	Standards
	• Utilize problem-solving techniques • Understand logical reasoning • Demonstrate creative thinking • Participate in decision making • Demonstrate the ability to interpret information correctly	3	0	Academic: LS: 11-12.1, 11-12.2 CTE Anchor: Problem Solving and Critical Thinking: 5.2, 5.3 CTE Pathway: A2.1
XXIV.	COMMUNICATION SKILLS	CR	Lab/ CC	Standards

	• Practice effective verbal and written skills • Listen attentively, follow directions, and relay directions to others • Demonstrate the ability to research and retrieve information	3	0	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.2, 11-12.6 CTE Anchor: Communications: 2.1, 2.3, 2.4, 2.5 CTE Pathway: A1.6, A1.1
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