

Sports Marketing Curriculum Map

Course Description: This course is designed to develop a thorough understanding of the marketing concepts and theories that apply to sports and events. This course is based on the business and marketing core that includes communication skills, distribution, marketing-information management, pricing, product/service management, promotion, selling, operations, strategic management, human resource management, and the economic impact and considerations involved in the sports and event marketing industries. Leadership development will be provided through DECA.

Students Will:

1. use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. develop knowledge of marketing research and its importance to sports and event marketing.
3. develop an understanding of career opportunities in the sports and event industry.
4. demonstrate a fundamental knowledge of marketing concepts, functions, and strategies as they relate to sports and events.
5. identify the role and components of sponsorships.
6. identify and evaluate why businesses would sponsor a sports property or event.
7. explain the role and types of promotions.
8. identify the components of a promotion mix for a sports marketing or entertainment event.
9. explain the process of developing and the factors involved in developing a promotion plan for an event or sports property.
10. describe the importance of personal selling and customer service in sport/event marketing.
11. describe relationships and factors that motivate people to participate in/attend sport/event.
12. describe the importance of advertising and media selection in promoting a sports/entertainment event.
13. analyze the impact of legal issues (i.e. contracts, unions, intellectual properties, liability/risk management) on the sport/event industries.
14. identify the components of branding, licensing, and intellectual properties within the sports and event industry.
15. discuss the economic impact of sports/events on local communities/regions.
16. demonstrate an understanding of basic economic concepts (i.e. supply and demand, price elasticity, economic utility, free enterprise).
17. explain the factors involved in planning, conducting, and evaluating a sporting and or entertainment event.
18. apply math and language arts skills relevant in the sports/event industry.
19. describe employability skills required for success in the sports/entertainment marketing industry.
20. utilize activities of DECA as an integral component of course content and leadership development.
21. identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.
22. describe the factors involved in offering a product/service or product mix based on market opportunities in the sports and event industry.
23. describe the factors involved in selecting the distribution channels and methods in the sports and event industry.
24. describe the factors involved in the pricing decision in the sports and event industry.

Connections

Kentucky Occupational Skill Standards – Marketing and Retail Services
 MBA Research – Knowledge & Skills Statements
 National Retail Skill Standards
 Secretary’s Commission on Achieving Necessary Skills (SCANS)
 Common Core State Standards – English, Language Arts
 Common Core State Standards – Math

<u>WEEKS</u>	<u>UNIT TITLE</u>	<u>ESSENTIAL</u>	<u>ASSESSMENTS</u>	<u>CONNECTONS</u>
--------------	-------------------	------------------	--------------------	-------------------

		<u>QUESTIONS/ LEARNING TARGET/STUDENT OBJECTIVE</u>		
4	Introduction to Sports/Event Marketing	<p>A. Explain the seven marketing functions (e.g. distribution, pricing, selling, promotion).</p> <p>B. Explain marketing and its importance in the economy.</p> <p>C. Explain the concept of target markets and market segments (i.e. demographics, geographic, etc.)</p> <p>D. Identify and explain the four P's of the marketing mix.</p> <p>E. Distinguished between economic goods and services.</p> <p>F. Explain the principles of supply and demand.</p> <p>G. Describe the concept of price.</p> <p>H. Identify the factors affecting a business' profit.</p>	<p>-Create a chart illustrating the seven functions of marketing.</p> <p>-Define marketing in your own words and share with the class how you believe marketing affects the U.S. Economy.</p> <p>-Segment the classroom using demographics, geographic, etc. and explain how marketers could use the information to make marketing decisions.</p> <p>-Create a poster using pictures from magazines and newspapers to illustrate the marketing mix.</p> <p>-Create a poster of sports & entertainment products and distinguish them as either a good or service.</p> <p>-Create a graph to illustrate the principles of supply and demand.</p> <p>-Create a PowerPoint presentation to illustrate the pricing strategies which utilize consumer perception (prestige pricing, odd-even pricing, target pricing).</p> <p>-Make a poster using advertisement from newspapers and/or magazines to illustrate price lining, bundle pricing, loss-leader pricing, and yield-management pricing.</p> <p>-Create a PowerPoint about the factors affecting a business' profit.</p>	<p>Kentucky Occupational Skill Standards – Marketing and Retail Services (KOSSA)</p> <p>MBA Research – Knowledge & Skills Statements</p> <p>National Retail Skill Standards</p> <p>Secretary's Commission on Achieving Necessary Skills (SCANS)</p> <p>Common Core State Standards – English, Language Arts</p> <p>Common Core State Standards – Math</p>

4	The Sports and Event Market	<p>A. Describe the different types of sports and events.</p> <p>B. Identify differences in marketing sports and entertainment products.</p> <p>C. Explain the unique qualities of sports and event marketing.</p> <p>D. Describe the economic impact of sports and events on a local/regional communities.</p>	<p>-Make a poster to illustrate the different types of sports products: sporting events, sports information, sports training, and sporting goods.</p> <p>-Make a poster to illustrate the different types of entertainment products: movie, television, video games, books, magazines, theme parks, etc.</p> <p>-Compare and contrast current sports and entertainment products available.</p> <p>-Create a chart comparing and contrasting the marketing of sports and entertainment.</p> <p>-Research a local event and discuss the impact the event has on the local area.</p>	<p>Kentucky Occupational Skill Standards – Marketing and Retail Services (KOSSA)</p> <p>MBA Research – Knowledge & Skills Statements</p> <p>National Retail Skill Standards</p> <p>Secretary’s Commission on Achieving Necessary Skills (SCANS)</p> <p>Common Core State Standards – English, Language Arts</p> <p>Common Core State Standards – Math</p>

3	Market Research	<p>A. Explain the importance of market research in the sports and entertainment industry.</p> <p>B. Describe how marketers collect, disseminated, analyze, and utilize marketing research information in decision making.</p>	<p>-Review a survey and discuss each question and how it would provide useful information for decision making.</p> <p>-Discuss the steps involved in making the location decision using market research.</p>	<p>Kentucky Occupational Skill Standards – Marketing and Retail Services (KOSSA)</p> <p>MBA Research – Knowledge & Skills Statements</p> <p>National Retail Skill Standards</p> <p>Secretary’s Commission on Achieving Necessary Skills (SCANS)</p> <p>Common Core State Standards – English, Language Arts</p> <p>Common Core State Standards – Math</p>

3	The Product Decision	<p>A. Define the sports/entertainment consumer.</p> <p>B. Explain the nature and scope of the product decision and the concept of a product mix.</p> <p>C. Explain the importance of event planning as a component of the product decision</p>	<p>-Explain how the sports consumer differs from the entertainment consumer.</p> <p>-Create a poster illustrating product mix components: product line, packaging, and brand development.</p> <p>-Research the complete product line of a specific type and brand of sports equipment. Describe the target market for each item.</p> <p>-Identify local seasonal events and discuss the planning required to hold the event.</p>	<p>Kentucky Occupational Skill Standards – Marketing and Retail Services (KOSSA)</p> <p>MBA Research – Knowledge & Skills Statements</p> <p>National Retail Skill Standards</p> <p>Secretary’s Commission on Achieving Necessary Skills (SCANS)</p> <p>Common Core State Standards – English, Language Arts</p> <p>Common Core State Standards – Math</p>

3	The Place Decision	<p>A. Identify different channels of distribution in the sports and entertainment industry.</p> <p>B. Explain the nature and scope of distribution.</p> <p>C. Differentiate between direct and indirect channels of distribution.</p>	<p>-Create a list of distribution channels in the sports and entertainment industry and explain why each channel is appropriate for the industry.</p> <p>-Map sports and entertainment options in the region and discuss the channels of distribution for each.</p> <p>-Divide the class in two groups (direct channels and indirect channels) and have the students present why they are the most effective channel of distribution for a given set of sports and entertainment products.</p>	<p>Kentucky Occupational Skill Standards – Marketing and Retail Services (KOSSA)</p> <p>MBA Research – Knowledge & Skills Statements</p> <p>National Retail Skill Standards</p> <p>Secretary’s Commission on Achieving Necessary Skills (SCANS)</p> <p>Common Core State Standards – English, Language Arts</p> <p>Common Core State Standards – Math</p>

3	The Price Decision	<p>A. Explain factors affecting pricing decisions.</p> <p>B. Calculate breakeven point.</p> <p>C. Explain the nature and scope of the pricing function.</p> <p>D. Identify factors involved in the pricing decision that affects profit.</p> <p>E. Identify pricing strategies.</p>	<p>-Create a list of the factors that can affect the price of a sports/entertainment product.</p> <p>-Given specifics for an event, have students calculate the breakeven point.</p> <p>-Define pricing and explain its role in the marketing mix.</p> <p>-Create a chart of the steps used to determine price.</p> <p>-Create a PowerPoint presentation to explain pricing strategies: psychological pricing, prestige pricing, volume pricing, promotions, quantity discounts, trade-in allowances, etc.</p>	<p>Kentucky Occupational Skill Standards – Marketing and Retail Services (KOSSA)</p> <p>MBA Research – Knowledge & Skills Statements</p> <p>National Retail Skill Standards</p> <p>Secretary’s Commission on Achieving Necessary Skills (SCANS)</p> <p>Common Core State Standards – English, Language Arts</p> <p>Common Core State Standards – Math</p>
---	--------------------	---	--	---

3	Branding and Licensing	<p>A. Explain the concepts of branding, brand loyalty, and brand equity.</p> <p>B. Identify the types of brands.</p> <p>C. Describe how to develop an effective brand name.</p> <p>D. Describe the types of intellectual properties (i.e. trademarks, copyrights, and patents).</p> <p>E. Explain the concept of licensing.</p> <p>F. Identify the steps of the licensing process.</p>	<p>-Using given examples, explain if the brand effectively conveys what you believe is the intended message.</p> <p>-Create a poster to illustrate the basic types of brands: manufacturer brands, intermediary brands, and generic brands.</p> <p>-Create a new logo for a sports product of your choice. Explain your logo in regards to how it conveys the brand's image to the target market.</p> <p>-Create a poster to illustrate intellectual properties and explain how each picture is an example of a trademark.</p> <p>-Using examples of licensed products, explain the process to license a new product.</p> <p>-Create a list of the steps in the licensing process.</p>	<p>Kentucky Occupational Skill Standards – Marketing and Retail Services (KOSSA)</p> <p>MBA Research – Knowledge & Skills Statements</p> <p>National Retail Skill Standards</p> <p>Secretary's Commission on Achieving Necessary Skills (SCANS)</p> <p>Common Core State Standards – English, Language Arts</p> <p>Common Core State Standards – Math</p>
---	------------------------	--	--	---

3	The Promotion Decision	<p>A. Explain the role of promotion in the sports and entertainment industry.</p> <p>B. Identify the elements of the promotional mix.</p> <p>C. Explain the importance of advertising and media selection in sports and entertainment marketing.</p> <p>D. Explain the aspects of sponsorship in the sports and entertainment industry.</p> <p>E. Identify the steps in developing the promotional plan for a sports or entertainment event.</p> <p>F. Describe the importance of personal selling and customer service in sports and entertainment marketing.</p> <p>G. Describe the importance of public relations/publicity in sports and event marketing</p>	<p>-Compare and contrast the role of promotion in the sports industry versus the entertainment industry.</p> <p>-Create a poster illustrating the elements of the promotional mix.</p> <p>-Create an advertisement an upcoming school event.</p> <p>-Create a PowerPoint to illustrate and explain sponsorship in the sports and entertainment industry.</p> <p>-Discuss the steps a company would utilize in creating a promotional plan for a local event.</p> <p>-Role play a personal selling situation (concert ticket - telephone sales, concert memorabilia - sales associate).</p> <p>-Research concert disasters (trampling, riot, etc.) and discuss how the negative publicity affected the band.</p> <p>-Research examples of charity work done in relation to events (sports and entertainment) and discuss how the positive publicity affected the success of the event.</p>	<p>Kentucky Occupational Skill Standards – Marketing and Retail Services (KOSSA)</p> <p>MBA Research – Knowledge & Skills Statements</p> <p>National Retail Skill Standards</p> <p>Secretary’s Commission on Achieving Necessary Skills (SCANS)</p> <p>Common Core State Standards – English, Language Arts</p> <p>Common Core State Standards – Math</p>
---	------------------------	--	---	---

3	Careers	<p>A. Explain the skills needed and ways to prepare for a career in sports and event marketing.</p> <p>B. Identify career opportunities in sports and entertainment marketing.</p>	<p>-Research a sports marketing career that interests you, and write brief description of the career and the skills/education needed for that field.</p> <p>-Research an entertainment marketing career that interests you, and write brief description of the career and the skills/education needed for that field.</p> <p>-Create a chart of the four areas of entertainment marketing careers (public relations, brand development, event planning and marketing, and talent management).</p> <p>-Create a career plan.</p>	<p>Kentucky Occupational Skill Standards – Marketing and Retail Services (KOSSA)</p> <p>MBA Research – Knowledge & Skills Statements</p> <p>National Retail Skill Standards</p> <p>Secretary’s Commission on Achieving Necessary Skills (SCANS)</p> <p>Common Core State Standards – English, Language Arts</p> <p>Common Core State Standards – Math</p>
4	FINAL PROJECT AND PRESENTATIONS			