




Legend:

X The standard is clearly addressed by program activities.

- This standard potentially could be addressed as part the program either by actions that the coach or teacher takes when working with the students or by conditions established by the program.

		Sports and Entertainment Marketing DOE Codes: 5984 Recommended Grade Level: 11-12 Recommended Prerequisites: Principles of Marketing		 Class Pack	
Domain	Business Administration/Economics				
Core Standard 1	Students establish business fundamentals as they apply to the sport/event industries.				
	SEM-1.1	Discuss the nature of the sports/event industries and the impact on communities	x	-	x
	SEM-1.2	Explain the nature of sport and event marketing	x	-	x
	SEM-1.3	Describe the role of governing bodies in the sport industry	-	-	-
	SEM-1.4	Explain the international trade considerations for sport/event industries (customs, exchange rates, use of financial institutions, trade regulations, foreign distributors, government regulation, cultural/value differences)			
	SEM-1.5	Explain career opportunities in sport/event marketing	-		-
Core Standard 2	Students evaluate business risks in the sports/event industry to reduce risks' negative impact on a business.				
	SEM-2.1	Examine the risks and types of insurance associated with sports/events			-
	SEM-2.2	Conduct a risk assessment of an event			-
	SEM-2.3	Develop contingency plans for events (personnel, weather, power outage, damage control)			-
Domain	Management				
Core Standard 3	Students apply and adapt conflict resolution in dealing with customers/clients.				
	SEM-3.1	Apply methods of handling difficult customers			
	SEM-3.2	Evaluate customer service and conflict resolution concepts			
Core Standard 4	Students apply event management concepts to organize events				
	SEM-4.1	Investigate the scheduling of tournaments and other events	x	-	x
	SEM-4.2	Develop product schedules for events	x	x	x
	SEM-4.3	Apply project management concepts to develop a project plan	x	x	x

Domain	Distribution			
Core Standard 5	Students evaluate distribution systems for the sport/event industry.			
	SEM-5.1	Describe distribution systems for sport/event industries		
	SEM-5.2	Explain the nature of ticket distribution systems		
Domain	Marketing-Information Management			
Core Standard 6	Students apply and adapt marketing information to promote events			
	SEM-6.1	Explain the need and sources for sport/event marketing information	x	x
	SEM-6.2	Use technology to locate sport/event marketing information	x	x
	SEM-6.3	Construct internal records of marketing information	-	-
	SEM-6.4	Explain types of primary and secondary sport/event market information	-	-
Domain	Pricing			
Core Standard 7	Students design pricing policies in order to make a profit for an event.			
	SEM-7.1	Identify factors affecting pricing of sport/event products (lead time, market demand, market segmentation, smoothing, responding to competitors)	-	-
	SEM-7.2	Describe pricing issues associated with sport/event products (cost, value, objectives)	-	-
Domain	Product/Service Management			
Core Standard 8	Students apply concepts of product mix to sport/event marketing			
	SEM-8.1	Assess elements of the sport/event product	x	x
	SEM-8.2	Recognize and explain the nature of target marketing in sport/event marketing	x	x
	SEM-8.3	Identify ways to segment sport/event markets	x	x
Core Standard 9	Students verify elements associated with positioning.			
	SEM-9.1	Connect the use of licensing, endorsements and naming rights in sports/entertainment marketing		
	SEM-9.2	Assess the role of agents in sports		
	SEM-9.3	Identify elements that enhance venue attractiveness (facility—accessibility, trade area/drawing radius, parking; surrounding area—design/layout, amenities, personnel, sense of security)	-	-
Domain	Promotion			
Core Standard 10	Students evaluate effectiveness of advertising in the sport/event industry.			
	SEM-10.1	Differentiate advertising media used in the sport/event industries and the components of advertisements	-	-
	SEM-10.2	Evaluate how emerging technologies are used in advertising (social media, e-mail, viral marketing)	x	x

	SEM-10.3	Construct sports/events advertising and content using different types of media	x		x
	SEM-10.4	Explain the nature of direct advertising strategies	x		x
	SEM-10.5	Describe sport/event industries' utilization of electronic media	x		x
	SEM-10.6	Choose advertising appropriate for sport/event	x		x
Core Standard 11	Students establish publicity/public relations for sports and events.				
	SEM-11.1	Create various communications documents, such as but not limited to press releases, newsletters, and media guides	x		x
	SEM-11.2	Explain media relations in the sport/event industries	x		x
	SEM-11.3	Establish and cultivate a relationship with the media	x		x
Core Standard 12	Students design a sales promotion plan for a sport or event.				
	SEM-12.1	Explain the nature of sponsorship in the sports/event industries	x		x
	SEM-12.2	Identify "out-of-the-box" sales promotion ideas for sports/events	x		x
	SEM-12.3	Implement ticket sales campaign (Internet, contest/giveaways, pre-promotion of campaign, video scoreboard announcements, sports/sponsorship partnerships); explain venue signage	x		x
	SEM-12.4	Maximize/Capitalize on celebrity's appearance at event	-		-
Domain	Selling				
Core Standard 13	Students apply and adapt product knowledge to sales methodologies used in sport/event marketing				
	SEM-13.1	Explain ticketing and seating arrangements			
	SEM-13.2	Apply concepts of selling tickets (ticket plans, new season, etc.)	-		-
	SEM-13.3	Establish relationships with sport/event clients/customers/fans	-		-
	SEM-13.4	Describe factors that motivate people to participate in/attend sports/events	-		-
	SEM-13.5	Justify the selling advertising space in printed and electronic materials (e.g. program, yearbook, media guide, fan guide, team photo cards, etc.)	-		-