

## Standards and Competencies for Sports and Entertainment Marketing (Course # 5023)

	Begin-End Yr
Standard 1 - The student will evaluate the significance and components of sports and entertainment as a viable industry.	2009 -
1.1 - Evaluate the sports and entertainment industry as a valuable segment of the economy	2009 -
1.2 - Analyze the components of the sports and entertainment industry	2009 -
1.3 - Recognize the importance of marketing to the sports and entertainment industry	2009 -
1.4 - Analyze growth and trends of sports and entertainment as an industry in local, state, national and international areas	2009 -
1.5 - Determine the career opportunities available in the sports and entertainment industry	2009 -
Standard 2 - The student will recognize the value of product research and development in sports and entertainment.	2009 -
2.1 - Discuss the issues related to selection of product and brand naming in sports and entertainment	2009 -
2.2 - Assess demographic and geographic considerations related to sports and entertainment	2009 -
2.3 - Evaluate the importance of market research and analysis in market segmentation	2009 -
Standard 3 - The student will evaluate the considerations involved in facility design.	2009 -
3.1 - Determine the requirements in choosing a location and/or building and operating a facility	2009 -
3.2 - Examine operating procedures for a facility	2009 -
3.3 - Evaluate financing opportunities for a sports and/or an entertainment facility	2009 -
3.4 - Evaluate support activities in operating a sports and entertainment facility (concessions, security)	2009 -
Standard 4 - The student will interpret the importance of all aspects of product planning in sports and entertainment.	2009 -
4.1 - Evaluate the forms of product licensing and the product licensing process	2009 -
4.2 - Compare the merchandising strategies utilized in sports and entertainment	2009 -
4.3 - Examine product lines for sports and entertainment organizations (including manufacturing costs)	2009 -
Standard 5 - The student will examine the role of advertising as a promotional tool in sports and entertainment.	2009 -
5.1 - Evaluate the advertising forms (print, broadcast, specialty) suitable in the sports and entertainment industry	2009 -
5.2 - Assess the value of advertising in the sports and entertainment industry	2009 -
5.3 - Determine the role of advertising technology in sports and entertainment	2009 -
Standard 6 - The student will evaluate public relations as an element of the promotional mix.	2009 -
6.1 - Compares and contrasts media sources for public relations and advertising	2009 -
6.2 - Compares/evaluates advance publicity in sports and entertainment	2009 -
Standard 7 - The student will explore event planning and other forms of sales promotion.	2009 -
7.1 - Evaluate the stages (planning to execution) required to manage an event	2009 -
7.2 - Examine event possibilities in various sports and entertainment industries	2009 -
7.3 - Compare the traditional and nontraditional methods of sales promotion utilized in sports and entertainment	2009 -
Standard 8 - The student will explore sports and entertainment sponsorships.	2009 -
8.1 - Evaluate the impact of sponsorship in sports and entertainment	2009 -
8.2 - Determine the various types of sponsorship in sports and entertainment	2009 -
8.3 - Analyze potential sponsorship opportunities	2009 -
Standard 9 - The student will evaluate ticket marketing strategies.	2009 -
9.1 - Examine ticket sales policies/strategies in sports and entertainment	2009 -
9.2 - Analyze pricing strategies based on the sports and entertainment industry and target market	2009 -
9.3 - Identify the components of a ticket design	2009 -
Standard 10 - The student will demonstrate organizational and leadership skills.	2009 -
10.1 - Demonstrate a knowledge of DECA	2009 -
10.2 - Utilize critical thinking in decision-making situations	2009 -
10.3 - Identify and develop or apply personal characteristics needed in leadership situations	2009 -
Standard 11 - The student will understand the importance of academic integration in the area of sports and entertainment marketing.	2009 -
11.1 - Utilize proper grammar and writing skills	2009 -
11.2 - Utilize effective communication skills	2009 -
11.3 - Assess the value of art and design in sports and entertainment marketing	2009 -
11.4 - Demonstrate an understanding of the properties of real numbers	2009 -
11.5 - Apply algebraic procedures to solve equations and interpret results	2009 -
11.6 - Interpret real data	2009 -
11.7 - Demonstrate competencies in derived and indirect measurements	2009 -
11.8 - Examine environmental issues in sports and entertainment marketing	2009 -
11.9 - Evaluate social responsibility in sports and entertainment marketing	2009 -
11.10 - Describe the scientific elements relevant in facility design	2009 -
11.11 - Assess the impact of economic historical events	2009 -
11.12 - Explore psychological and sociological patterns of individuals	2009 -
11.13 - Analyze characteristics of a population	2009 -
11.14 - Examine legal and ethical issues affecting the sports and entertainment industries	2009 -
Standard 12 - The student will demonstrate Sports and Entertainment Marketing Principles in a work-based learning experience.	2009 -
12.1 - Apply principles of sports and entertainment to a work-based situation	2009 -
12.2 - Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities	2009 -
12.3 - Evaluate and apply principles of ethics as they relate to the work-based experience	2009 -
12.4 - Employ the principles of safety to the work-based experience	2009 -