

**Name of Course:** Sports, Entertainment, & Recreation Marketing

**Level of Course:** Academic

**Prerequisites:** Advertising & Sales or Retail Marketing

**Grades Levels Offered to:** 10 through 12

**Course Number:** 673

**Number of Credits:** 5

**Length:** Thirty Six Week curriculum / 180 days

**Purpose:**

This course is designed for the student who plans to pursue a college degree in Sports, Entertainment, or Recreation Marketing OR for the student who seeks employment (i.e. summer employment) or career preparation in some aspect of the sports/entertainment/recreation industry.

Major emphasis of the course will be in the following areas: Marketing concepts –taught through the marketing of a professional sports team (Fantasy Football projects), concession, security, contracts and negotiations, market research, the importance of Sports/Entertainment and Recreation to our economy, media and promotion, public relations, sponsorships, event management, licensing and legal issues, ethics, and executing the operation of an event or simulation. This curriculum prepares students for viable marketing-related jobs following graduation from high school.

Participation in DECA is strongly suggested in this course. \*

**Method of Instruction:**

The Sports, Ent. & Rec. Marketing (SERM) course will provide students with knowledge of entry level as well as in-depth marketing skills and introduce various technology used in the sports and entertainment field. Through participation in problem solving activities, lecture & discussion, and computer simulation the students will gain valuable sports and entertainment marketing knowledge. There will be a clear connection made between the material taught in the SER Marketing classes and real world principles. In order to solve real life problems students will take part in role playing activities that parallel actual situations that could occur in the sports, entertainment, or recreation fields. These will also parallel DECA competitive events as the course will help to prepare DECA students for competitions. Students will get a better understanding of how real world situations are addressed and how problems are solved.

**General Objectives:**

At the conclusion of this course, the students will be able to:

1. Using sports to market business.
2. Using marketing in the world of sports.
3. Define sponsorship.
4. Identify the three parts of the Sponsorship Triangle.
5. Explain the interdependency of the three parts of the Sponsorship Triangle.
6. Explain why sponsorship is necessary.
7. Explain why the measured media is becoming less effective.
8. Explain what the "fragmenting" of mass markets means.
9. Explain niche marketing.
10. Explain how sponsorship provides two-way communication and why this is desirable.
11. Explain why consumers are willing to accept sponsorship as a form of advertising.
12. Explain the economic value and benefits of marketing.
13. Identify future employment opportunities for those trained in SER marketing.
14. Explain the Marketing Concept & the Marketing mix.
15. Utilize a variety of different forms of presentation techniques.
16. Work in teams for learning, problem solving, and presentation.
17. Prepare for life-long learning by using self-management and self-assessment strategies in terms of knowledge and skills.
18. Explore career-specific areas.
19. Develop skills in critical thinking, analytical reasoning and logic, and the ability to establish and recognize the validity of information.
20. Understand the purpose of DECA and how it can help prepare students for the business world.
21. Become an independent thinker, recognize when to follow, and know how to be a good team member.
22. Develop and apply problem solving methods.
23. Describe the basic functions of a business.
24. Explain the value of hospitality and client entertainment at sporting events.
25. Why Companies Sponsor
26. Pricing of sponsorships
27. Ambush Marketing
28. Measuring Sponsorship Results
29. Understand the purpose of a marketing plan.
30. Identify the strengths and weaknesses of each available medium.
31. Explain the importance of market research in sports.
32. Understand the concept of SWOT to determine feasibility/potential success of a particular event.

33. Identify the criteria for a successful Fan Fun event.
34. Demonstrate an understanding of the nature and structure of licensing.
35. Sports on the Internet

**Specific Behavioral Objectives and Timelines:**

*Current school structure: One day = One 42 minute period. Many units of study are woven together to simulate the real world.*

**Unit 1: Introduction to “The World of Marketing”**

**(Sports, Entertainment, & Recreation Marketing)**

Time = 1.5 weeks

**Goal:** The student will become familiar with fellow classmates, Business Department policies, and general marketing terms and concepts to build a foundation for further learning in SER Marketing, including History, similarities, and differences in the marketing of: Sports, Entertainment, and Recreation.

**Objectives:**

1. Students will complete an information card containing: name, name of parent/guardian, phone number, address, and book number.
2. Explain the economic value (utilities) and benefits of marketing.
3. Discuss the reasons for studying marketing (especially SER marketing).
4. Identify future employment opportunities for those trained in marketing.
5. Explain the Marketing Concept.
6. Define Demographics.
7. Identify the 4 P’s of the Marketing Mix.
8. Explain economics and free enterprise
9. Identify intellectual property rights
10. Explain the different types of business ownership
11. Explain the economic impact of sports and entertainment.
12. Discuss the history of Sports and entertainment 7 impact on today’s markets
13. Explain risk and risk management of sports & entertainment event.
14. Identify differences between marketing sports and marketing entertainment products

**Unit #2: DECA**

Time = 4+ weeks -Ongoing

**Goal:** To familiarize students with DECA activities and events that simulate real-life situations one may encounter in a sports, entertainment, or recreation marketing career.

DECA activities are an ongoing part of any marketing education program and will vary throughout the year. Class time will be allotted as needed with an average of 2 sessions per month taking place. As competitive events draw near, the frequency of sessions may be greater because the role-playing situations performed in class are an effective means of preparation for these events and enhance problem solving skills.

In SER Marketing an emphasis will be placed on a establishing a sound foundation of general marketing skills and how they apply to the sports and entertainment fields. Students are encouraged to take part in various leadership workshops, fundraising activities, community service projects, volunteer programs or projects, and entrepreneurial activities. Students will collaborate with the teacher to establish goals.

**Unit #3: Sports Marketing**

Time = 2+ weeks

**Goal:** To provide students with basic knowledge of the Sports Market specifically, in order to understand the principles and practices emphasized in our economy as well as world economies.

**Objectives:**

1. Define sports marketing.
2. Identify different categories of sports
3. Differentiate between amateur and professional sports
4. Discuss significance of international sports (emphasize Olympics)
5. Explain the importance of women’s sports (and Title IX)
6. Define the sports consumer
7. Explain market segmentation
8. Identify difference between sports goods and services
9. Explain the economic impact of sports marketing on communities & nations.

**Unit #4: Sports Marketing Mix**

Time = 6 - 7 weeks

**Goal:** To identify all elements of the sports marketing mix (place, product, price, & promotion) including: sports product lines, market research, branding, event marketing, and marketing plans and align these components with opportunities available for career growth in sports marketing.

**Objectives:**

1. Differentiate between product items & lines
2. Classify consumer and business goods
3. Explain the seven steps in new product development

4. Identify stages in the product life cycle
5. Examine price and the factors that affect price
6. Define Market Research and explain how businesses use it
7. Discuss channels of distribution
8. Explain the concept of branding
9. Explain the importance of sponsorships and endorsements
10. Define event marketing
11. Explain promotion and the promotional mix in sports marketing
12. Identify the roles of advertising, sales promotion, public relations, & personal selling in sports marketing
13. Describe the uses of technology in sports marketing.
14. Explain the purpose & function of a marketing plan.
15. Identify and discuss the diversity of career and employment opportunities in sports marketing.

**Unit #5: Entertainment Marketing**

Time = 2.5 weeks

**Goal:** To identify types of entertainment businesses, forms of entertainment, and entertainment media and the economic global impact of entertainment marketing.

**Objectives:**

1. Define entertainment marketing.
2. Identify types of entertainment marketing.
3. Explain the economics of entertainment marketing.
4. Discuss the global impact of entertainment marketing.
5. Explain entertainment businesses and ownership in the entertainment industry.
6. Identify types of entertainment products.
7. Define evergreen products.
8. Describe Location Based Entertainment (LBE).
9. Explain the significance of impulse spending.
10. Discuss the difference between primary & secondary markets.
11. Explain the importance of radio and television programming.

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**Unit #6: Entertainment Marketing Mix**

Time = 6 weeks

**Goal:** To identify strategies for developing marketing plans for entertainment products with a focus on the four P's of that marketing mix –product, place, price, and promotion.

**Objectives:**

1. Identify brand strategies used by entertainment companies.
2. Define gross profit and net profit
3. Identify pricing goals and factors that affect CD or concert ticket pricing
4. Explain how market research is used to identify target markets
5. Discuss how demographics are used in entertainment marketing
6. Explain the use of primary and secondary data
7. Identify methods of conducting entertainment marketing research
8. Describe the role of merchandising in entertainment marketing
9. Describe and differentiate between endorsements and sponsorships in entertainment marketing
10. Explain the importance of licensing of entertainment marketing products
11. Define royalties
12. Explain the promotional mix in entertainment marketing
13. Identify the roles of advertising, public relations, and personal selling in entertainment marketing
14. Compare different forms of media and non media advertisements
15. Explain the importance of reaching diverse markets
16. Explain an entertainment marketing plan, business plan, and promotional plan

**Unit #7: Computer Technology**

Time = 1 week

**Goal:** Students will discuss and demonstrate the uses of computers in business and marketing.

**Objectives:**

1. List the major ways that computers save businesses money.
2. Discuss the functions of major pieces of computer hardware.
3. Define software and discuss 6 types of popular software programs.
4. Explain how these programs are used in business.
5. Name the specialized types of computer technology that are affecting the world of marketing.

**Unit #8: Career Prep**

Time = 4 weeks

**Goal:** To prepare the student for the working world or co-op class by completing various tasks/lessons and creating a portfolio of career related accomplishments.

**Objectives:**

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1. Produce a professional resume'.
2. Complete a job application.
3. Compile a folder that contains supporting materials for obtaining a job.
4. Examine personal strengths and weaknesses.
5. Role-play to prepare for the interview process.
6. Set short and long-term goals for career and personal interests.
7. Identify factors that are important in choosing a career field.

**Unit #9: Managing a Sports Franchise**

Time = 14 weeks (Ongoing)

**Goal:** To teach the student marketing principles, problem solving, and decision making through the management of a Fantasy Football Franchise, using a fantasy football league to enhance comprehension of sport marketing concepts. In addition, the students will use a virtual simulation (Virtual Sports) that encompasses many of the factors that occur in day-to-day marketing operations in the sports industry.

**Objectives:**

1. Perform market research in order to establish an effective basis for drafting a franchise.
2. Analyze demographics of a population in order to determine needs.
3. Create a franchise name that reflects the demographics of the represented community.
4. Identify a target market for the franchise.
5. Create a mascot and choose team colors to represent the franchise.
6. Design a team uniform, helmet, and at least one example of licensed merchandise.
7. Make weekly decisions based on market research.
8. Demonstrate basic computer skills.
9. Choose weekly promotional events.
10. Determine appropriate ticket pricing, concessions, and staffing for the stadium.
11. Grant naming rights to the stadium and sponsorship of signage within the stadium.
12. Determine promotion and advertising media for the events
13. Manage ground maintenance and stadium security
14. Research player salaries on the internet
15. Match athletes with appropriate product endorsements
16. Interpret a SWOT analysis
17. Analyze competition for discretionary income
18. Evaluate budgets and cash flow from operations

**Unit #10: Higher Education and Careers (Life after formal schooling)**

Time: 1-2 weeks

**Goal:**

- To allow the student time to examine higher education requirements for a variety of career possibilities.
- To demonstrate the importance of scientific knowledge and skills.
- To allow students to realize the differences of salaries based on fields and versus courses taken (BS, MBA, PhD & licenses PE, Professor of Marketing).
- To allow the student to understand there are many Marketing opportunities.

**Objectives:**

*Students will be able to:*

- Identify institutes of higher education with marketing degree programs.
- Identify the many career opportunities a marketing degree supports. Vision of their daily life.
- Identify throughout the course the roll of problem solving methods and skills.
- Identify what produces a larger income.
- Identify careers where problem solving skills and marketing skills would play a vital role.

**Assessment:**

The assessment of student progress in the objectives cited on the previous pages will be primarily by, but not limited to, the following criteria.

Test/Quizzes	30%
Class work	25%
Projects	30%
Homework	15%

**Homework, Extra Credit Policy:**

Due to the periodic nature of homework in this course, homework will not be accepted late unless a legitimate excuse exists. Extra credit will be available during the problem solving activities in the form of additional research/development and competitive events.