



Spokane Public Schools Sports & Entertainment Marketing

Course: Sports & Entertainment Marketing		Total Framework Hours up to: 180
CIP Code: 310504	<input type="checkbox"/> Exploratory <input checked="" type="checkbox"/> Preparatory	Date Last Modified:
Career Cluster: Marketing		Cluster Pathway: Marketing Communications

COMPONENTS AND ASSESSMENTS

Performance Assessments: Discuss the history of an organization in the sports, recreation, or entertainment industry for a local area and create a presentation outlining major marketing events that have happened in the community
Organize examples of sports, recreation, and entertainment marketing for different sports, entertainment, or recreation offerings (e.g. professional, minor league, junior league, or rec. league)

Leadership Alignment:

- The student will be involved in activities that require applying theory, problem-solving, and using critical and creative thinking skills while understanding outcomes of related decisions
- The student will demonstrate the ability to identify, organize, plan, and allocate resources. This means that the student is able to demonstrate allocating time, money, materials, space, and staff
- **DECA Sports and Entertainment Marketing** - Marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. The concepts include the instructional areas in the Marketing cluster.

Standards and Competencies

Standard/Unit: Marketing Roles

Competencies

Total Learning Hours for Unit: 20

- Evaluate the sports, recreation, and entertainment industry as a segment of the economy
- Analyze the components of the sports, recreation, and entertainment industry
- Explain the importance of marketing to the sports, recreation, and entertainment industry
- Analyze growth and trends of sports, recreation, and entertainment as an industry in local, state, national and international areas.
- Explain marketing functions in the sports, recreation, and entertainment industry
- Investigate the history of sports, recreation, and entertainment as a factor in economic growth and marketing
- Recognize examples of sports, recreation, and entertainment marketing
- Determine the elements of the marketing mix
- Recognize the use of marketing positioning
- Compare types of market segmentation
- Describe activities to market a sports, recreation, or entertainment property
- Understand why teams/entertainers utilize marketing
- Describe media channels used in sports, recreation, and entertainment marketing

Aligned Washington State Standards	
Art	
Communications	
Educational Technology	
Health and Fitness	
Math	
Reading	<ul style="list-style-type: none"> • Apply strategies to comprehend words and ideas • Apply understanding of complex organizational features of printed text and electronic sources • Evaluate informational materials, including electronic sources, for effectiveness • Synthesize information from a variety of sources
Science	
Social Studies	
Writing	

COMPONENTS AND ASSESSMENTS	
<p>Performance Assessments:</p> <ul style="list-style-type: none"> • Create a proposal for licensing items for a local team or entertainer. • Research sponsors at a local venue, and create a proposal suggesting new sponsors for that venue. • Create a chart that outlines a company's sponsorships in sports, recreation, and/or entertainment 	
<p>Leadership Alignment:</p> <ul style="list-style-type: none"> • The student will demonstrate self-advocacy skills by achieving planned, individual goals. • The student will demonstrate the ability to acquire and use information in a family, community, business and industry settings. This means that the student can acquire and evaluate data, organize and maintain files, interpret and communicate, and use computers to process information • DECA Sports and Entertainment Marketing - Marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. The concepts include the instructional areas in the Marketing cluster. 	
Standards and Competencies	
Standard/Unit: Sponsorships, Endorsements, and Licensing	
Competencies	Total Learning Hours for Unit: 30
<ul style="list-style-type: none"> • Evaluate the impact of sponsorship in sports, recreation, and entertainment. • Compare local, regional, national, and international sponsorships. • Analyze potential sponsorship opportunities. • Critique the advantages, disadvantages, and legal issues of sponsorships and endorsements. • Identify types of sponsorship sales and relationship development • Define prohibited sponsorship • Explain how organizations and their sponsors develop an athlete's/entertainer's character • Identify the benefits of licensing to a team/entertainer 	

- Describe successful sports/entertainment licenses
- Discuss the importance of market research before entering a license agreement
- Discuss the importance of brand/license protection
- Define endorsements
- Discuss restrictions on endorsements
- Explain the use of naming rights in sport/event marketing
- Identify strategies to create value for sponsors
- Evaluate sponsorship proposals
- Evaluate the impact of sponsorship in sports and entertainment.

Aligned Washington State Standards

Art	
Communications	
Educational Technology	
Health and Fitness	
Math	
Reading	<ul style="list-style-type: none"> • Apply strategies to comprehend words and ideas • Apply understanding of complex organizational features of printed text and electronic sources • Evaluate informational materials, including electronic sources, for effectiveness • Synthesize information from a variety of sources • Analyze author's purpose and evaluate an author's style of writing to influence different audiences • Analyze and evaluate text for validity and accuracy • Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions • Apply understanding of complex information, including functional documents, to perform a task
Science	
Social Studies	
Writing	

COMPONENTS AND ASSESSMENTS

Performance Assessments:

- Create a chart comparing food and beverage options at local venues. Create a product plan for a local team or entertainer

Leadership Alignment:

- The student will be involved in activities that require applying theory, problem-solving, and using critical and creative thinking skills while understanding outcomes of related decisions.
- The student will demonstrate the ability to identify, organize, plan, and allocate **resources**. This means that the student is able to demonstrate allocating time, money, materials, space, and staff
- DECA Sports and Entertainment Marketing - Marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. The concepts include the instructional areas in the Marketing cluster.

Standards and Competencies	
Standard/Unit: Product Planning	
Competencies	Total Learning Hours for Unit: 30
<ul style="list-style-type: none"> • Evaluate the forms of product licensing and the product licensing process • Compare merchandizing strategies used in sports, recreation, and entertainment • Differentiate between external and internal merchandizing strategies • Examine product lines for sports, recreation, and entertainment organizations. • Compare food and beverage opportunities that exist within the sports, recreation, and entertainment industry. • Determine merchandising opportunities for a sports, recreation, and entertainment event. 	
Aligned Washington State Standards	
Art	
Communications	
Educational Technology	
Health and Fitness	
Math	
Reading	<ul style="list-style-type: none"> • Apply understanding of complex organizational features of printed text and electronic sources • Evaluate informational materials, including electronic sources, for effectiveness • Synthesize information from a variety of sources • Analyze author's purpose and evaluate an author's style of writing to influence different audiences • Analyze and evaluate text for validity and accuracy • Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions
Science	
Social Studies	
Writing	

COMPONENTS AND ASSESSMENTS
Performance Assessments: <ul style="list-style-type: none"> • Create a print ad for a sports and/or entertainment product/service • Compare and contrast the website of two professional sports/entertainment teams/groups and list similarities and differences • Organize and plan ancillary event to take place at a local event • Create a promotional campaign for a specific team such as track, or football in order to increase participation and goodwill within the community
Leadership Alignment: <ul style="list-style-type: none"> • The student will understand their role, participate in and evaluate community service and service learning activities • The Student will use interpersonal skills to communicate, participate, and advocate effectively in pairs, small groups, teams, and large groups in order to reach common goals. This means that the student can effectively work on teams, teach others, serve customers, lead, negotiate, and work effectively with people from culturally diverse backgrounds

- DECA Sports and Entertainment Marketing - Marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. The concepts include the instructional areas in the Marketing cluster.

Standards and Competencies

Standard/Unit: Promotion

Competencies

Total Learning Hours for Unit: 20

- Evaluate the advertising media forms (print, broadcast, specialty) suitable in the sports, recreation, and entertainment industry.
- Assess the value of advertising in the sports, recreation, and entertainment industry.
- Determine the role of advertising technology in sports, recreation, and entertainment.
- Examine the four elements of promotion
- Recognize elements of the promotional mix
- Develop sales promotion strategies
- Understand ancillary events and other types of event promotions
- Determine merchandising opportunities for a sport/event
- Develop customer-service program to attract sport/event customers
- Maximize/Capitalize on celebrity's appearance at event
- Select strategies for maintaining/building fan support
- Identify ambush strategies to use at other events
- Develop viral sport/event marketing strategies
- Explain considerations in using special events as a sales-promotion strategy
- Develop promotional calendar of events
- Explain considerations in designing a frequency/loyalty marketing program
- Design frequency/loyalty marketing program
- Analyze use of specialty promotions
- Prepare promotional budget
- Manage promotional allowances

Aligned Washington State Standards

Art

Communications

- Applies a variety of listening strategies to accommodate the listening situation
- Evaluates effectiveness of and creates a personal response to visual and auditory information
- Evaluates the effect of bias and persuasive techniques in mass media
- Analyzes the needs of the audience, situation, and setting to adjust language and other communication strategies
- Uses communication skills that demonstrate respect
- Applies skills to plan and organize effective oral communication and presentation
- Applies skills for delivery of effective oral communication and presentations

Educational Technology

Health and Fitness

Math

Reading

- Apply strategies to comprehend words and ideas
- Apply understanding of complex organizational features of printed text and electronic sources
- Evaluate informational materials, including electronic sources, for effectiveness

	<ul style="list-style-type: none"> • Synthesize information from a variety of sources • Analyze author's purpose and evaluate an author's style of writing to influence different audiences • Analyze and evaluate text for validity and accuracy • Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions • Apply understanding of complex information, including functional documents, to perform a task
Science	
Social Studies	
Writing	<ul style="list-style-type: none"> • Analyzes and selects effective strategies for generating ideas and planning writing • Edits for conventions • Uses knowledge of time constraints to adjust writing process • Applies understanding of multiple and varied audiences to write effectively. • Demonstrates understanding of different purposes for writing • Uses a variety of forms/genres • Produces documents used in a career setting • Analyzes and selects effective organizational structures. • Uses language appropriate for a specific audience and purpose • Analyzes audience and purposes and uses appropriate voice • Analyzes and selects language appropriate for specific audiences and purposes. • Uses a variety of sentences consistent with audience, purpose, and form

COMPONENTS AND ASSESSMENTS	
Performance Assessments:	
<ul style="list-style-type: none"> • Create a media kit for an entertainer or sports team • Write a press release for an event 	
Leadership Alignment:	
<ul style="list-style-type: none"> • The student will demonstrate knowledge of conflict resolution and challenge management • The student will use interpersonal skills to communicate, participate, and advocate effectively in pairs, small groups, teams, and large groups in order to reach common goals. This means that the student can effectively work on teams, teach others, serve customers, lead, negotiate, and work effectively with people from culturally diverse backgrounds • DECA Sports and Entertainment Marketing - Marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. The concepts include the instructional areas in the Marketing cluster. 	
Standards and Competencies	
Standard/Unit: Public Relations	
Competencies	Total Learning Hours for Unit: 30
<ul style="list-style-type: none"> • Compare media sources for public relations and advertising. • Compare /evaluate advance publicity in sports and entertainment. • Recognize publicity and its role in creating a positive or negative public image • Construct a press release • Identify ways to create a "player friendly" event 	

- Coordinate community outreach projects
- Assess community-relations opportunities for sport/event
- Create a public-relations campaign for a sport/event
- Develop a public-relations plan

Aligned Washington State Standards

Art	
Communications	<ul style="list-style-type: none"> • Applies a variety of listening strategies to accommodate the listening situation • Evaluates effectiveness of and creates a personal response to visual and auditory information • Evaluates the effect of bias and persuasive techniques in mass media • Analyzes the needs of the audience, situation, and setting to adjust language and other communication strategies • Uses communication skills that demonstrate respect • Applies skills to plan and organize effective oral communication and presentation • Applies skills for delivery of effective oral communication and presentations
Educational Technology	
Health and Fitness	
Math	
Reading	<ul style="list-style-type: none"> • Apply strategies to comprehend words and ideas • Apply understanding of complex organizational features of printed text and electronic sources • Evaluate informational materials, including electronic sources, for effectiveness • Synthesize information from a variety of sources • Analyze author's purpose and evaluate an author's style of writing to influence different audiences • Analyze and evaluate text for validity and accuracy • Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions • Apply understanding of complex information, including functional documents, to perform a task
Science	
Social Studies	
Writing	<ul style="list-style-type: none"> • Analyzes and selects effective strategies for generating ideas and planning writing • Edits for conventions • Uses knowledge of time constraints to adjust writing process • Applies understanding of multiple and varied audiences to write effectively. • Demonstrates understanding of different purposes for writing • Uses a variety of forms/genres • Produces documents used in a career setting • Analyzes and selects effective organizational structures. • Uses language appropriate for a specific audience and purpose • Analyzes audience and purposes and uses appropriate voice • Analyzes and selects language appropriate for specific audiences and purposes. • Uses a variety of sentences consistent with audience, purpose, and form

COMPONENTS AND ASSESSMENTS

Performance Assessments:

- Create a proposal for a ticket sales campaign (Internet, contests/giveaways, pre-promotion of campaign, video scoreboard announcements, sports/sponsorship partnerships)

Leadership Alignment:

- The student will use knowledge, build interest, guide and influence decisions, organize efforts, and involve members of a group to assure that a pre-planned group activity is completed
- The student will demonstrate the ability to identify, organize, plan, and allocate resources. This means that the student is able to demonstrate allocating time, money, materials, space, and staff
- DECA Sports and Entertainment Marketing - Marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. The concepts include the instructional areas in the Marketing cluster.

Standards and Competencies

Standard/Unit: Ticket Marketing

Competencies

Total Learning Hours for Unit: 30

- Determine ticket sales policies/strategies in various sports, recreation, and entertainment organizations (refunds, rain dates, payment procedures, advance sales, etc.), evaluating the benefits of group, corporate, season, pre-season ticket sales, etc.
- Compare ticket pricing within a sports, recreation, and entertainment industry for separate target markets (ex., professional team that targets teens versus a team that targets adults).
- Determine the elements included on a ticket based on the sports and entertainment event (lettering, colors, graphics, seat information, price).
- Bundle/Package extra amenities with tickets
- Develop ticket-sales program proposal

Aligned Washington State Standards

Art	
Communications	<ul style="list-style-type: none"> • Applies a variety of listening strategies to accommodate the listening situation • Evaluates effectiveness of and creates a personal response to visual and auditory information • Evaluates the effect of bias and persuasive techniques in mass media • Analyzes the needs of the audience, situation, and setting to adjust language and other communication strategies • Uses communication skills that demonstrate respect • Applies skills to plan and organize effective oral communication and presentation • Applies skills for delivery of effective oral communication and presentations
Educational Technology	
Health and Fitness	
Math	
Reading	
Science	
Social Studies	
Writing	

COMPONENTS AND ASSESSMENTS

Performance Assessments:

- Create a presentation on an issue in sports, recreation, or entertainment law that has occurred in the last 10 years
- Research contracts online for local venues and compare/contrast items included in the contracts

Leadership Alignment:

- The student will analyze the roles and responsibilities of citizenship
- The student will demonstrate the ability to acquire and use information in a family, community, business and industry settings. This means that the student can acquire and evaluate data, organize and maintain files, interpret and communicate, and use computers to process information
- DECA Sports and Entertainment Marketing - Marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. The concepts include the instructional areas in the Marketing cluster.

Standards and Competencies

Standard/Unit: Law and Ethics

Competencies

Total Learning Hours for Unit: 20

- Differentiate how laws impact the sports, recreation, and entertainment industry
- Examine the relevance of contracts in the sports and entertainment industry
- Research salary caps within the sports industry
- Recognize legal implications of copyright and privacy related to the entertainment industry
- Examine legal implications of licensing of trademarked products in the sports, recreation, and entertainment industry
- Characterize ethics
- Assess the impact of unethical behavior within the sports, recreation, and entertainment industry.
- Analyze the importance of security and insurance
- Examine methods to prevent, reduce, control, or transfer risks
- Identify negotiation and contractual issues in selecting and securing an event site.
- Define and explain benefits, obligations, indemnity, insurance, and confidentiality.
- Identify components of a television proposal and contract
- Discuss amateur sports law and regulatory organizations (e.g. Title IX, National Collegiate Athletic Association, International Olympic Committee, United States Olympic Committee)
- Examine drug policies in sports
- Describe the impact of labor issues
- Explain the role of agents
- Analyze antitrust issues in sports, recreation, and entertainment
- Describe tort law in sports, recreation, and entertainment (e.g. negligence, malpractice, defamation)
- Discuss contract law
- Analyze issues of gender in sports law

Aligned Washington State Standards

Art

Communications

- Applies a variety of listening strategies to accommodate the listening situation
- Evaluates effectiveness of and creates a personal response to visual and auditory information
- Evaluates the effect of bias and persuasive techniques in mass media

	<ul style="list-style-type: none"> • Analyzes the needs of the audience, situation, and setting to adjust language and other communication strategies • Uses communication skills that demonstrate respect • Applies skills to plan and organize effective oral communication and presentation • Applies skills for delivery of effective oral communication and presentations
Educational Technology	
Health and Fitness	
Math	
Reading	<ul style="list-style-type: none"> • Apply strategies to comprehend words and ideas • Apply understanding of complex organizational features of printed text and electronic sources • Evaluate informational materials, including electronic sources, for effectiveness • Synthesize information from a variety of sources • Analyze author's purpose and evaluate an author's style of writing to influence different audiences • Analyze and evaluate text for validity and accuracy • Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions • Apply understanding of complex information, including functional documents, to perform a task
Science	
Social Studies	
Writing	<ul style="list-style-type: none"> • Analyzes and selects effective strategies for generating ideas and planning writing • Edits for conventions • Uses knowledge of time constraints to adjust writing process • Applies understanding of multiple and varied audiences to write effectively. • Demonstrates understanding of different purposes for writing • Uses a variety of forms/genres • Produces documents used in a career setting • Analyzes and selects effective organizational structures. • Uses language appropriate for a specific audience and purpose • Analyzes audience and purposes and uses appropriate voice • Analyzes and selects language appropriate for specific audiences and purposes. • Uses a variety of sentences consistent with audience, purpose, and form

21st Century Skills

Check those that students will demonstrate in this course:

LEARNING & INNOVATION

Creativity and Innovation

- Think Creatively
- Work Creatively with Others
- Implement Innovations

Critical Thinking and Problem Solving

- Reason Effectively
- Use Systems Thinking
- Make Judgments and Decisions
- Solve Problems

Communication and Collaboration

- Communicate Clearly
- Collaborate with Others

INFORMATION, MEDIA & TECHNOLOGY SKILLS

Information Literacy

- Access and /evaluate Information
- Use and Manage Information

Media Literacy

- Analyze Media
- Create Media Products

Information, Communications and Technology (ICT Literacy)

- Apply Technology Effectively

LIFE & CAREER SKILLS

Flexibility and Adaptability

- Adapt to Change
- Be Flexible

Initiative and Self-Direction

- Manage Goals and Time
- Work Independently
- Be Self-Directed Learners

Social and Cross-Cultural

- Interact Effectively with Others
- Work Effectively in Diverse Teams

Productivity and Accountability

- Manage Projects
- Produce Results

Leadership and Responsibility

- Guide and Lead Others
- Be Responsible to Others