

Sports and Entertainment

Unit	Objectives
Channel Management	<ol style="list-style-type: none"> 1 Acquire foundational knowledge of channel management to understand its role in marketing 2 Manage channel activities to minimize costs and to determine distribution strategies
Finance and Risk Management	<ol style="list-style-type: none"> 1 Analyze cost/profit relationships to guide business decision-making 2 Explain global trade considerations for sports and entertainment industries (eg customs, exchange rates, use of financial institutions, trade regulations, foreign distributors, government regulation, cultural/value differences) 3 Discuss risk management from a sports and entertainment marketing perspective. 4 Summarize the concept of risk management. 5 Explain the types of risk 6 Discuss the concept of risk management 7 Discuss considerations for safety and security 8 Define safety and security 9 Discuss the types of indoor/outdoor security 10 Discuss the types of insurance necessary for the sports and entertainment industry. 11 Explain liability insurances 12 Outline miscellaneous insurances. 13 Identify factors affecting pricing of sports and entertainment products 14 Describe pricing issues associated with sports and entertainment products 15 Employ pricing strategies to determine optimal prices. 16 Assess pricing strategies to identify needed changes and to improve profitability.
Human Relations and Career Readiness	<ol style="list-style-type: none"> 1 Apply ethical principles to the industry 2 Interpret legal issues pertaining to sports and entertainment management 3 Discuss personnel issues 4 Explore career-sustaining opportunities in sports and entertainment marketing. 5 Summarize factors of interpersonal relationships. 6 Demonstrate the skills needed for obtaining employment 7 Explain ethical responsibility in the sports and entertainment industry.
Marketing Research	<ol style="list-style-type: none"> 1 Define Marketing Research 2 Identify the elements and conduct a SWOT analysis 3 Explain the Marketing Research process (Problem definition, develop research design, data collection, data analysis, report presentation) 4 Identify and explain primary versus secondary marketing research 5 Explain the importance of Marketing research to businesses and making informed business decisions 6 Acquire foundational knowledge of marketing-information management to understand its nature and scope 7 Assess marketing-information needs to develop a marketing information management system 8 Collect secondary market data to ensure accuracy and adequacy of information for sports and entertainment marketing decision-making 9 Implement primary marketing-research strategy to test hypothesis and/or resolve issues. 10 Interpret research data into information for decision-making 11 Report findings to communicate research information to others 12 Analyze marketing information to make informed marketing decisions 13 Assess quality of marketing-research activities to determine needed improvements
Product and Service Management	<ol style="list-style-type: none"> 1 Define product mix 2 Identify the component of the product lifecycle 3 Identify the components of branding and licensing within the sports and entertainment industry. 4 Apply the concepts of merchandising as related to the sports and entertainment industry 5 Discuss the ethical issues found in the sports and entertainment industry

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Selling and Promotions	<ol style="list-style-type: none"> 1 Develop customer service skills needed in the sports and entertainment industry. 2 Explain the importance and types of selling. 3 Demonstrate and apply the steps of the selling process. 4 Solve related mathematical problems 5 Explain the function of promotion in the sports and entertainment marketing industry. 6 Identify the role of promotion. 7 Explain the promotional mix and the different forms of promotion. 8 Discuss the use and importance of sponsorships and endorsements. 9 Describe the use of technology in promotion.
Sponsorships and Endorsements	<ol style="list-style-type: none"> 1 Construct a sponsorship plan 2 Design an endorsement proposal
Sports and Entertainment Marketing Foundations	<ol style="list-style-type: none"> 1 Understand the impact of the sports and entertainment industry on the economy. 2 Explain the impact of sports and entertainment marketing on the economy. 3 Identify significant people and events in the history of the sports and entertainment marketing industry. 4 Explain the economic foundations relevant to the sports and entertainment marketing industry. 5 Explain the concept of economics. 6 Explain the concept of competition. 7 Discuss the free enterprise system. 8 Explain marketing foundations relevant to the sports and entertainment industry. 9 Explain the concept of marketing. 10 Discuss the concept of market identification. 11 Explain the legal and ethical issues in the sports and entertainment marketing industry. 12 Apply ethical principles to the industry. 13 Interpret legal issues pertaining to sports and entertainment management.