Sports and Entertainment Marketing

8175/36 weeks

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Acknowledgments

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Course Description

Suggested Grade Level: 10 or 11 or 12

This course helps students develop a thorough understanding of fundamental marketing concepts and theories as they relate to the sports and entertainment industries. Students will investigate the components of customer service, branding, product development, pricing and distribution, business structures, sales processes, digital media, sponsorships and endorsements, as well as
promotion needed for sports and entertainment events. The course explores career options and develops workplace readiness skills.

**Task Essentials Table**

- Tasks/competencies designated by plus icons (+) in the left-hand column(s) are essential
- Tasks/competencies designated by empty-circle icons (○) are optional
- Tasks/competencies designated by minus icons (●) are omitted
- Tasks marked with an asterisk (*) are sensitive.

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Explain how the phases in the business cycle affect the sports and entertainment industries.

Explain the concept of supply and demand.

Explain competition as it relates to the sports and entertainment industries.

Exploring the Marketing Plan

Explain the components of the marketing plan.

Describe the importance of research in developing a marketing plan.

Describe the importance of analyzing the marketing plan to determine return on investment (ROI).

Identify the components of a SWOT analysis.

Developing Job Search Skills

Identify occupations within the sports and entertainment industries.

Identify personal skills and interests applicable to the sports and entertainment industries.

Identify resources for a job search in the sports and entertainment industry.

Create a networking plan in the sports or entertainment industry.

Create or update a résumé and application/cover letter.

Complete a job application.

Describe the job interview process and techniques for follow-up.

Participate in a mock interview or an informational interview with a local employer.

Legend:  Essential  Non-essential  Omitted

Curriculum Framework

Understanding the Importance of Sports and Entertainment Marketing

Task Number 39

Explain the importance and impact of the sports and entertainment industries.

Definition

Explanation should include identification of examples of career opportunities as well as answers to the following questions:

- What is the sports and fitness industry?
- What is arts and entertainment?
- What role do recreation and tourism play in the sports and entertainment industries?

Explanation should also include the importance of each industry to the consumer (e.g., escape, fun, social connection, health, education, economic inclusiveness) and the economic impacts to the community:
• Provides jobs
• Benefits other businesses
• Adds to tax revenue

Process/Skill Questions

• What products and services are available in the sports industry? The entertainment industry?
• How does each of these industries impact the consumer? The economy? The community?
• Where can a student learn about sports and entertainment career opportunities?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

Apply quality assurances to enhance product/service offerings.

Employ product-mix strategies to meet customer expectations.

Generate product ideas to contribute to ongoing business success.

Position products/services to acquire desired business image.

Task Number 40

Describe the past, present, and future of the sports and entertainment industries.

Definition

Description should include highlights of the growth and development of each industry, including

• evolution of the two industries from the social, technological, and economic perspectives
• expansion of the industries to national and global audiences
• key developments and people within the industries.

Process/Skill Questions

• How are the growth patterns in the two industries similar? Different?
• What leaders/organizations have contributed to the expansion of the sports and entertainment industries? How?
• What key events have influenced sports and entertainment industries?
• What social and economic changes have affected the growth of the sports and entertainment industries?

National MBA Research Standards – Business Administration

Analyze cost/profit relationships to guide business decision-making.

Understand economic indicators to recognize economic trends and conditions.

Understand the nature of business to show its contributions to society.

Task Number 41
Explain hospitality as it relates to the sports and entertainment industries.

Definition

Explanation should include the concept of hospitality as the friendly reception and treatment of guests or strangers.

Process/Skill Questions

- How is hospitality evident at sports and entertainment events?
- How is hospitality with consumers, media, and sponsors evident at sports and entertainment events?
- Why is it important to remember that sports and entertainment events are not just about the game or event itself, but also about the whole experience?
- Why has hospitality become an important part of the sports and entertainment industries?
- What are some examples of hospitality at games or events?
- What are consequences for sports and entertainment marketers who do not plan for hospitality at their events?
- Why are hospitality partnerships crucial to sports and entertainment event success?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

Task Number 42

Analyze trends and innovations in the sports and entertainment industries.

Definition

Analysis should include an explanation and example of a trend in each of the sports and entertainment industries, including

- e-sports
- gaming
- women’s sports
- name, image, and likeness (NIL).

Trends may include changes such as

- audience options
- recreation opportunities
- leisure interests
- the development of multipurpose venues.

Process/Skill Questions

- How are consumers involved in multiple sports and entertainment activities simultaneously?
- What changes are occurring in sports and entertainment venues? How do current health and leisure interests affect sports and entertainment industries?
- What industry trends reflect a reaction to the COVID-19 pandemic?
National MBA Research Standards – Business Administration

Analyze cost/profit relationships to guide business decision-making.

Understand economic indicators to recognize economic trends and conditions.

Developing an Overview of Marketing

Task Number 43

Explain marketing as it relates to the sports and entertainment industries.

Definition

Explanation should include a general definition of the term marketing, its primary function (i.e., generating revenues), and examples illustrating the roles of marketing in the sports and entertainment industries.

Process/Skill Questions

- What is sports marketing?
- What is entertainment marketing?
- Why would a sports or entertainment activity need marketing? How would one measure the success of a sports and entertainment marketing activity?
- What are examples of sports and entertainment-related marketing in your community? In Virginia? In the United States?
- What is the economic impact of sports and entertainment events on the community? In Virginia? In the United States?

Task Number 44

Identify the components (the Ps) of the marketing mix as they relate to sports and entertainment marketing.

Definition

Identification should include the interrelationship among

- product
- place (distribution)
- price
- promotion.

Additional elements of the mix may include

- people
Identification should emphasize the concept that the mix will help to identify a target market, and decisions that follow will be directed toward developing a sports and entertainment marketing strategy.

Process/Skill Questions

- Why could the marketing mix include the addition of people, packaging, and positioning?
- Which of the components are most important in sports and entertainment? Why?
- How should one make marketing mix decisions?
- What is a marketing strategy?
- Why is the marketing mix part of a marketing strategy?
- How do the sports and entertainment industries use product placement to increase gross impressions of non-sports and entertainment products?

National MBA Research Standards – Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 45

Describe the marketing concept as related to the sports and entertainment industries.

Definition

Description of the marketing concept should include the following goals of marketing:

- Identifying customers
- Recognizing customer wants and needs
- Satisfying diverse and changing customer wants and needs
- Earning a return on investment (ROI)

Process/Skill Questions

- What role does the marketing mix play in the marketing concept?
- How does the marketing concept relate to profit?
- What is ROI? How does it impact the marketing concept?
- How does the marketing concept help customers? A business?
- Why is profit included as one of the basic elements of the marketing concept?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Employ product-mix strategies to meet customer expectations.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 46
Explain the concept of target marketing.

Definition

Explanation should include a definition of

- target marketing
- area of dominant influence (ADI)
- market segmentation.

It should also address the importance of demographics, psychographics, and geographics of local, state, and national markets as they relate to target markets in sports and entertainment.

Process/Skill Questions

- How are market, market segment, niche market, and target market different from one another?
- What are innovative ways to locate and identify new customers?
- Why is a mass marketing strategy usually not successful?
- What are some potential problems involved in target marketing?
- Why is niche marketing important to the sports and entertainment industries?
- How is target marketing in sports and entertainment dependent on geographical data?

National MBA Research Standards - Marketing

Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

National MBA Research Standards – Business Administration

Understand marketing’s role and function in business to facilitate economic exchanges with customers.

Task Number 47

Describe the marketing functions.

Definition

Description should include a definition of the functions listed below and an explanation of how each function relates to the sports and entertainment industries:

- Selling
- Distribution (channel management)
- Product/service management
- Promotion
- Pricing
- Financing
- Marketing information management (MIM)
- Market planning

Process/Skill Questions

- How are the marketing functions interdependent?
- How does each marketing function relate to the sports and entertainment industries?
- How do the marketing functions support the marketing concept?
• How can research and statistical analysis measure the success of a sports and entertainment activity?
• Why are different selling techniques required for different events?

National MBA Research Standards - Marketing
Acquire a foundational knowledge of product/service management to understand its nature and scope.
Acquire a foundational knowledge of promotion to understand its nature and scope.
Acquire a foundational knowledge of selling to understand its nature and scope.
Acquire foundational knowledge of channel management to understand its role in marketing.
Acquire foundational knowledge of marketing-information management to understand its nature and scope.

Develop a foundational knowledge of pricing to understand its role in marketing.

National MBA Research Standards – Business Administration
Acquire a foundational knowledge of finance to understand its nature and scope.
Understand marketing's role and function in business to facilitate economic exchanges with customers.

Developing Interpersonal Skills

Task Number 48

Identify types of communication used in sports and entertainment.

Definition
Identification should incorporate both verbal and nonverbal communication in
• social media
• mail
• phone conversations
• one-on-one encounters
• emails.

Process/Skill Questions
• What types of communication are used in sports and entertainment marketing, and why is each important in the industry?
• What effect does body language have on communication?
• How does nonverbal communication occur in the workplace?
• How does social media communication differ from traditional forms of communication?

National MBA Research Standards – Business Administration
Apply verbal skills to obtain and convey information.
Communicate with staff to clarify workplace objectives.
Read to acquire meaning from written material and to apply the information to a task.
Use communication skills to foster open, honest communications.
Use social media to communicate with a business's stakeholders.
Write internal and external business correspondence to convey and obtain information effectively.

Task Number 49

Identify the role of communication in effective work relationships.

Definition

Identification should include the role of communication with clients and customers as related to the sports and entertainment industries.

Process/Skill Questions

- What cues can a speaker look for to ensure that his or her message is being positively received?
- What cues can indicate unsuccessful oral communication?
- What determines if communication is effective? Why do employers look for effective communication skills in their employees?
- When is it appropriate to communicate via social media, and when would it be inappropriate?
- How can a written document communicate nonverbally?

National MBA Research Standards – Business Administration

Communicate with staff to clarify workplace objectives.
Use communication skills to foster open, honest communications.
Write internal and external business correspondence to convey and obtain information effectively.

Task Number 50

Develop presentation skills as a form of business communication.

Definition

Development should include the elements needed to deliver an effective presentation, including

- eye contact
- voice tone and projection
- appropriate appearance for audience
- the use of vocabulary appropriate to the audience
- body language
- use of technology
- use of visuals
- engagement of audience
- adjustments based on audience size.
Process/Skill Questions

- What communication skills are vital for a presenter to ensure the audience is receiving the main message of the presentation?
- What types of visuals can be used to enhance a presentation? What are the advantages and disadvantages of each type?
- What is a fact sheet, and how can it be used to enhance a presentation?

National MBA Research Standards – Business Administration

Apply verbal skills to obtain and convey information.
Communicate with staff to clarify workplace objectives.

Task Number 51

Identify ethical and unethical business practices.

Definition

Identification should include

- defining ethics and ethical
- distinguishing between what is legal and what is ethical
- summarizing commonly encountered ethical and unethical business practices, including explanations of such matters as bribery, privacy/confidentiality, liability, slander, financial integrity, and accountability
- describing ways to ensure ethical practices in a business environment
- explaining possible consequences of employing unethical business practices.

Process/Skill Questions

- What is the difference between unlawful and unethical behavior?
- What is a situation in which an action might be legal but unethical?
- Why is ethical decision-making of great importance to a business?

National MBA Research Standards – Business Administration

Understand the nature of business to show its contributions to society.

Developing Customer Service Skills

Task Number 52

Explain the importance of customer service as it relates to the sports and entertainment industries.

Definition

Explanation should include the concept that customer service reflects the ability to balance the customers’ needs and company policy. It should also include the reasons that customer service is important:
• It establishes customer loyalty.
• It increases customer satisfaction.
• It generates business through referrals.
• It encourages customers to return.
• It enhances the image of a company.
• It generates more revenue.

Process/Skill Questions

• Why is customer service important to the sports and entertainment industries?
• What is your definition of quality customer service?
• What are examples of good and poor customer service?
• What are examples of on-site or in-game customer service related to the sports and
  entertainment industries?
• How does customer service relate to the marketing concept?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

National MBA Research Standards – Business Administration

Foster positive relationships with customers to enhance company image.

Task Number 53

Compare various types of customer service.

Definition

Comparison should include an examination of along with the similarities and differences among
these types:

• Self-service retailing
• Limited-service retailing
• Full-service retailing

Comparison should also identify examples of procedures and practices within each type of
customer service.

Process/Skill Questions

• How is level of service related to pricing?
• How does competition affect customer service?
• What are ways the entertainment industry demonstrates customer service?
• What are customer expectations when encountering different types of retailers (e.g., self-
  service, limited-service, and full-service)?

National MBA Research Standards – Business Administration

Foster positive relationships with customers to enhance company image.

Task Number 54
Translate technical language into commonly understood language.

Definition

Translating technical language includes

- understanding the meaning of specialized vocabulary
- analyzing the audience
- expressing technical terms and concepts in everyday language.

Process/Skill Questions

- What is meant by the term *jargon*? How can jargon interfere with communication?
- What are some examples of jargon in sports and entertainment?
- Why is audience analysis important in communication?
- How could you best gauge a customer’s understanding of technical/industry terminology?

National MBA Research Standards - Marketing

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

National MBA Research Standards – Business Administration

Apply verbal skills to obtain and convey information.

Read to acquire meaning from written material and to apply the information to a task.

Task Number 55

Communicate a customer-service suggestion to a supervisor.

Definition

Communication should reflect the concept that suggestions should create positive working relationships and improve company policies and procedures. Typical categories for suggestions might include

- analyzing a problem or procedure
- determining a new or improved response or solution
- expressing suggestions in a positive manner
- following standard procedures for handling suggestions.

Process/Skill Questions

- Why should an employee communicate suggestions to supervisors?
- Why is it important to think about and prepare what you want to say to your supervisor before meeting with him or her?
- Why is it important to follow up with your supervisor after offering a suggestion?
- What is an example of a customer service suggestion you would make to a supervisor?

National MBA Research Standards – Business Administration

Apply verbal skills to obtain and convey information.

Communicate with staff to clarify workplace objectives.
Task Number 56

Describe procedures for handling a customer's complaint.

Definition

Description should reflect the need to resolve a customer's complaint through skills and behavior such as

- listening
- receiving feedback
- giving feedback
- empathizing
- maintaining ethical standards
- displaying a clear understanding of company policies
- exhibiting patience
- preventing vs. solving problems.

Process/Skill Questions

- What are common customer complaints in the sports and entertainment industries?
- How does an employee learn how to resolve customer complaints?
- How can the employee be proactive in reducing or preventing customer-service complaints?
- What is an example of a customer complaint made in the sports and entertainment industries?
- Why is it important for the employee to understand their decision-making authority when dealing with customer complaints?

National MBA Research Standards – Business Administration

Resolve conflicts with/for customers to encourage repeat business.

Task Number 57

Handle different types of customers.

Definition

Demonstration should include

- angry customers
- confused customers
- customers suspected of pilfering
- customers with unreasonable demands
- customers under the influence of chemical substances
- customers with language barriers
- customers with disabilities or special needs.

Demonstration should also include an application of basic problem-solving skills to handle the situation, such as

- clarifying the problem
- empathizing with the customer
- obtaining and analyzing data as needed
- finding a suitable solution.
Process/Skill Questions

- What are signs that suggest customer dissatisfaction?
- What are some situations involving difficult customers that might be encountered in the sports and entertainment industries?
- How does one determine the nature of a problem when communicating with a difficult customer?
- Why might different approaches be needed for handling different types of difficult customers?
- What positive outcomes can result from professional handling of dissatisfied customers?
- Why is understanding both verbal and nonverbal cues important in handling various types of customers?
- How can empathy help an employee solve a customer problem?

National MBA Research Standards – Business Administration

Resolve conflicts with/for customers to encourage repeat business.

Task Number 58

Demonstrate handling an internal customer.

Definition

Demonstration should include handling various internal customers, including

- fellow employees
- other departments within the organization
- suppliers or contractors.

Process/Skill Questions

- What are some ways you can exceed expectations with internal customers?
- Why is it important to express gratitude to internal customers?
- What is an example of handling a complaint from a fellow employee?
- Why is it important for departments to communicate questions or suggestions?
- What might be a common internal complaint in the sports and entertainment industries?

National MBA Research Standards – Business Administration

Manage internal and external business relationships to foster positive interactions.

Task Number 59

Explain the role of constructive criticism.

Definition

Explanation should note that feedback given in a positive and courteous way can help the recipient learn and grow. It should also emphasize the importance of validity, tact, tone, and setting when offering constructive criticism.

Process/Skill Questions

- What is constructive criticism?
• Why is it important for a person to be able to accept constructive criticism?
• What should a manager consider before giving negative feedback?
• In what setting(s) should managers give feedback?
• Who should receive periodic feedback in an organization?
• How often should feedback be given?
• What is the best approach when receiving constructive criticism?

National MBA Research Standards – Business Administration

Use communication skills to influence others.

Task Number 60

Demonstrate customer-service techniques.

Definition

Demonstration should include

• using appropriate greetings for various professional situations
• exhibiting politeness, willingness to listen, and consistency of service
• going beyond customer expectations
• treating the customer as you would want to be treated
• keeping in mind the value of a customer's positive experiences
• implementing retention activities (e.g., fan appreciation events, newsletters, surveys).

Process/Skill Questions

• Why are professional communication skills essential for quality customer service?
• What resources could be used to learn appropriate international greetings?
• When and how might a sales representative demonstrate empathy with a sports and entertainment customer?
• What are examples of sports and entertainment companies who are known to exceed customer expectations? How does this help their bottom line?

National MBA Research Standards – Business Administration

Foster positive relationships with customers to enhance company image.

Task Number 61

Describe methods used to encourage customer retention.

Definition

Description should include

• learning and using customers' names
• remembering customers' favorite brands, colors, or styles
• taking time to listen to customers
• providing equitable service to all customers
• exceeding customers' expectations
• following up with sales and customer contacts via notes, emails, or customer-service surveys.
Process/Skill Questions

- How can follow-up lead to customer retention?
- What is preselling? How can it lead to customer retention?
- Why is it important to keep a client database?
- How do sports and entertainment companies create and maintain client databases?

National MBA Research Standards - Marketing

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

National MBA Research Standards – Business Administration

Resolve conflicts with/for customers to encourage repeat business.

Exploring the Concept of Branding

Task Number 62

Define branding in sports and entertainment.

Definition

The definition should include

- brand
- brand name
- brand mark
- trade name
- trade character
- trademark
- brand tag line
- national brand
- private distributor brand
- generic brand.

Process/Skill Questions

- How does branding give a company or a team a distinct personality?
- How can trade characters help build successful brands?
- What tools can companies use to build brand image?
- When should businesses consider rebranding or updating their brand image?
- What is the difference between personal brand and product branding?
- What are examples of individuals building on their personal brands by creating products?
- How can branding and call-to-action be related? How are they distinct?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

Employ product-mix strategies to meet customer expectations.
Generate product ideas to contribute to ongoing business success.
Position products/services to acquire desired business image.

Task Number 63

**Explain the concept of branding as it relates to sports and entertainment marketing.**

**Definition**

Explanation should include

- the importance of brand development
- team vs. individual branding
- the importance of brands in product/service planning
- how brand names are generated
- branding strategies (e.g., brand extension, brand licensing, mixed brands, co-branding)
- stages or levels of brand recognition.

**Process/Skill Questions**

- How does branding affect the choices sports and entertainment consumers make?
- How can sports and entertainment businesses create brand loyalty?
- What are the major considerations when designing/selecting a brand for a product, service, or team?
- What tools can companies use to build brand image?
- When should businesses consider rebranding or updating their brand image?

**National MBA Research Standards - Marketing**

Acquire a foundational knowledge of product/service management to understand its nature and scope.

Employ product-mix strategies to meet customer expectations.

Generate product ideas to contribute to ongoing business success.

Position products/services to acquire desired business image.

Task Number 64

**Explain product licensing and brand protection.**

**Definition**

Explanation should include

- NIL
- licensing
- royalties
- licensor
- licensee
- intellectual property
- broadcast flags
piracy.

Process/Skill Questions

- What is the difference between a licensed product and a branded product?
- What business risks are associated with licensing?
- Why is protecting players and other stakeholders important?
- How do licensees benefit from a brand’s recognition?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

Apply quality assurances to enhance product/service offerings.

National MBA Research Standards – Business Administration

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

Task Number 65

Explain the concept and reasons for rebranding.

Definition

Explanation should include

- rebranding purposes and goals
- identification of brand quality and target market identification
- new target market(s)
- company image and identification
- new product line
- altered public image
- new revenue potential
- changes in technology
- cultural or societal trends.

Process/Skill Questions

- Why would a team or organization consider rebranding? How would they know to consider it?
- How could an organization combat resistance to rebranding from its current customer base?
- How could a company utilize loyal customers in its rebranding effort?
- How can businesses use social media in a rebranding effort?
- What are trends in demographics and psychographics that could help inform a business rebranding effort?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

Employ product-mix strategies to meet customer expectations.

Position products/services to acquire desired business image.
National MBA Research Standards – Business Administration

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

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**Describing Product Development**

**Task Number 66**

**Explain sports and entertainment product, sports and entertainment service, and product planning.**

**Definition**

Explanation should include a definition of *product* (both tangible and intangible) and *service*, as well as a description of sports and entertainment products (e.g., events, merchandise, concessions) and sports and entertainment services (e.g., athletic training, theaters, public parks).

It should also include a definition of *product planning* as well as a description of the types of decisions involved in sports and entertainment product planning (e.g., related to product/service management, selling, promotion).

**Process/Skill Questions**

- What types of products and services exist in the sports industry? The entertainment industry?
- What is the difference between core and ancillary products?
- What are the steps in new product development?
- What is the difference between business and consumer goods?
- What is an example of a licensed good or service?

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National MBA Research Standards - Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

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**Task Number 67**

**Explain product life cycle.**

**Definition**

Explanation should emphasize that a product life cycle refers to the stages a product goes through in the course of its existence, including introduction, growth, maturity, and decline, all of which affect the product's pricing.

**Process/Skill Questions**

- How do marketing strategies differ in each stage of the product life cycle?
- What happens to price and profits of a sports and entertainment product during each stage of the product life cycle?
- What is a *fad*? What is an example of a fad?
- How could you describe the movement of a fad through the product life cycle?
- What is product modification and how can this take place in the product life cycle?
Task Number 68

Describe the role of market research.

Definition

Description should emphasize that market research involves obtaining necessary information to make sound product-development decisions (e.g., data to ensure that products are relevant to target markets).

Process/Skill Questions

- How do companies use market research to remain competitive in the sports and entertainment industries?
- Why should a business be interested in trends?
- How is a focus group used for market research?
- What is the difference between quantitative and qualitative data?

Task Number 69

Create a primary or secondary research survey.

Definition

Creating a survey should include

- defining survey goals
- determining the audience for the survey
- deciding on the appropriate length of the survey
- utilizing different types of questions (e.g., multiple choice, open-ended).

Process/Skill Questions

- What are the elements of an effective survey?
- How is an effective survey structured?

National MBA Research Standards - Marketing

Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.
Task Number 70

Explain the role of product positioning.

Definition

Explanation should include where the product fits in the market.

Process/Skill Questions

- What are the factors that relate to product positioning? How does each factor contribute to successful positioning?
- What roles might product positioning have in sports and entertainment marketing?
- What role does competition play in product positioning?
- What is product repositioning?

National MBA Research Standards - Marketing

Apply quality assurances to enhance product/service offerings.

Generate product ideas to contribute to ongoing business success.

Position products/services to acquire desired business image.

Task Number 71

Describe the impact of uncontrollable factors on sports and entertainment product development.

Definition

Description should include a focused discussion of uncontrollable factors (e.g., season of the year, weather, social factors, a team's winning/losing performance season, economic climate) and ways these may influence product planning decisions in the sports and entertainment industries.

Process/Skill Questions

- Why do uncontrollable factors affect sports and entertainment products more than those of some other industries?
- What is an example of an uncontrollable factor in sports and entertainment?
- How would a business manage a product despite the risk?
- How did the COVID-19 pandemic affect ticket sales, merchandise, and concessions?
- What type of plan should be developed to prepare for uncontrollable factors?

National MBA Research Standards – Business Administration

Understand fundamental economic concepts to obtain a foundation for employment in business.

Exploring Pricing Strategies

Task Number 72
Explain pricing and the factors that affect pricing decisions.

Definition

Explanation should include the concepts that price creates a competitive edge, affects profits and company image, and establishes value.

Explanation should also include the relationship between price and quality and how secondary market pricing affects pricing decisions.

Process/Skill Questions

• What is the relationship between price and profit?
• What is the relationship between price and value?
• What is a loss leader?
• Why is a product/service price a critical factor in the success or failure of a business?
• What is the difference between price and non-price competition?
• How does price affect demand?
• What influence does the government have on pricing?

National MBA Research Standards - Marketing

Develop a foundational knowledge of pricing to understand its role in marketing.

National MBA Research Standards – Business Administration

Understand fundamental economic concepts to obtain a foundation for employment in business.

Task Number 73

Identify pricing strategies as they relate to the sports and entertainment industries.

Definition

Identification should include strategies such as

• group sale
• personal seat license (PSL) promotions
• discounts
• prestige pricing
• odd-even pricing
• promotional pricing
• price lining
• tiered pricing
• pricing enticements
• dynamic and variable pricing
• bundling.

Process/Skill Questions

• What consumer psychological factors influence sports and entertainment pricing decisions?
• How do venue layouts affect pricing strategies?
• How does the location of an event affect price?
• How is merchandising at an event associated with pricing?
• What factors help determine the price for a sports and entertainment event?
• What are some pricing strategies to increase sales?
• What are the business cycles, and how do they affect consumer spending at sports and entertainment events?

National MBA Research Standards - Marketing

Develop a foundational knowledge of pricing to understand its role in marketing.

Understanding the Business Structure of Sports and Entertainment Marketing

Task Number 74

Explain business as it relates to the sports and entertainment industries.

Definition

Explanation should include a definition of business and business activities (e.g., management, accounting, finance, marketing, production, procurement).

Process/Skill Questions

• What are characteristics of the sports and entertainment industries?
• What are the major business activities related to the marketing of goods and services in sports and entertainment industries?
• What role do minor business activities play in sports and entertainment marketing?
• What is the relationship between business and sports and entertainment marketing?
• How do consumer lifestyle choices influence business operation?
• How does a lack of communication affect business activities?

National MBA Research Standards – Business Administration

Analyze cost/profit relationships to guide business decision-making.

Determine needed safety policies/procedures to protect employees.

Understand fundamental economic concepts to obtain a foundation for employment in business.

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 75

Compare the types of business ownership and their roles in the sports and entertainment industries.

Definition

Comparison should include
• for-profit businesses
  o proprietorship
  o partnership
  o corporation
  o cooperative
• nonprofit organizations
• advantages and disadvantages.

Process/Skill Questions

• How are the types of business ownership similar to one another? How are they different?
• What role does government play in business ownership in the sports and entertainment industries?
• How is revenue generated by for-profit vs. nonprofit organizations?
• What impact does entrepreneurship have on sports and entertainment events?

National MBA Research Standards – Business Administration

Apply knowledge of business ownership to establish and continue business operations.

Utilize planning tools to guide organization's/department's activities.

Exploring Distribution Strategies

Task Number 76

Explain distribution and how it relates to sports and entertainment industries.

Definition

Explanation should

• emphasize that distribution includes all of the activities necessary to deliver products to the intermediaries and the end user
• list the channels, intermediaries, outlets, and modes of transportation.

Process/Skill Questions

• What place do franchises have in the sports and entertainment industries?
• What legal and ethical issues have an impact on the role of channel management and global distribution?
• What is meant by channels of distribution?
• How has technology improved channel management?

National MBA Research Standards - Marketing

Acquire foundational knowledge of channel management to understand its role in marketing.

Task Number 77

Identify challenges for distributing sports and entertainment services.
Definition
Identification should include

- maintaining sell-out attendance at sports and entertainment events
- current trends of at-home viewing of events through television (e.g., cable, satellite services) and the Internet (e.g., online subscription of viewing games via team website, social networks, and mobile apps).

Process/Skill Questions

- Why is it important for a team to incorporate entertainment as part of the sporting event?
- What are the advantages and disadvantages of viewing a sports and entertainment event at home vs. at the venue?
- What is a niche market channel?
- What types of sports and entertainment are best distributed on the Internet?
- How can businesses predict future trends?

National MBA Research Standards - Marketing

Manage channel activities to minimize costs and to determine distribution strategies.

Developing a Promotional Mix

Task Number 78

Explain promotion and promotional mix.

Definition

Explanation should include

- a definition of promotion
- a description of the elements in the promotional mix (e.g., advertising, publicity, personal selling, sales promotion, direct marketing)
- the relationship among promotion, publicity, and advertising of a product/service.

Process/Skill Questions

- What is the difference between promotion and promotional mix?
- What are the roles of publicity and public relations in promotion?
- What is the role of advertising in promotion?
- Why is sales promotion a good short-term tactic?
- What is the difference between product promotion and institutional promotion?
- What is the purpose of promotion?
- How has social media affected promotional efforts?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Task Number 79
Identify the roles of advertising, publicity, sales promotion, direct marketing, and personal selling in the sports and entertainment industries.

Definition

Identification should include the definitions of

- advertising
- publicity
- sales promotion
- personal selling.

Identification should also include the advantages and disadvantages of each.

Process/Skill Questions

- Why should an industry or business use a mix of advertising, publicity, sales promotions, and personal selling?
- What is the difference between advertising and promotion?
- How does a business determine whether a promotion was effective?
- What is integrated marketing communications (IMC)? What is the benefit of using IMC as the framework?
- Why are publicity and personal selling effective forms of promotion?
- Why is the image of sports venues just as important as the image of the team and players?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Understand promotional channels used to communicate with targeted audiences.

Task Number 80

Determine methods of communication used in sports and entertainment promotion.

Definition

Methods of communication should include

- digital marketing
- mass marketing (direct mail)
- advertising
- traditional media
- phone calls
- collateral material (e.g., brochures)
- personal visits/presentations
- the use of databases to gather and use customer information (e.g., information gathered in ticketing).

Process/Skill Questions

- What methods of communication are used in sports and entertainment promotion? Why is each important in the industry?
- Why do companies need to gather and manage marketing information? How might the information gathered be used?
Task Number 81

Describe the elements of an advertisement.

Definition

Description should include inducement (who, what, where, when, and why), content, call to action, and sales.

Process/Skill Questions

- How might elements of an advertisement be adapted to suit different media? Different audiences?
- Why should headlines or slogans be kept short?
- What is white space and why is it important?
- What does the American Association of Advertising Agencies help to regulate?
- What factors influence the choice of advertising media that is used?

Exploring the Forms and Techniques of Advertising

Task Number 82

Explain advertising as related to sports and entertainment industries.

Definition

Explanation should include

- traditional (e.g., radio, TV, print, digital, word-of-mouth) vs. nontraditional forms
- the purposes, techniques, and the importance of advertising as it relates to the sports and entertainment industries.

Process/Skill Questions

- What are the benefits to companies that advertise in the sports and entertainment industries?
- How can advertising pre-sell a product or service?
• What advertising techniques should be used to reach younger demographics?
• How can teams utilize mobile marketing to promote their products?

National MBA Research Standards - Marketing

Understand promotional channels used to communicate with targeted audiences.
Understand the use of an advertisement's components to communicate with targeted audiences.

Task Number 83

Identify the goals of advertising and methods of evaluating an advertisement’s success.

Definition

Identification should include

• increasing awareness
• sales and/or attendance
• methods to evaluate the effectiveness of an advertisement (e.g., sales, rate of return, click-through rates, site visits, feedback through websites and social media).

Process/Skill Questions

• Why is it important to attract a particular target audience?
• How can teams attract new or younger fans?
• How does a company determine the reasons it has lost customers? How can lost customers be replaced?
• How does a company measure the effectiveness of advertising?
• How does online word-of-mouth encourage or deter new customers?

National MBA Research Standards - Marketing

Implement and monitor promotional activities to maximize return on promotional efforts.

Using Digital Media

Task Number 84

Define current electronic marketing tools and platforms.

Definition

Definition should include the dynamic, interactive nature of

• websites
• online video
• web marketing
• social media networks
• mobile marketing platforms.
Process/Skill Questions

- How has social media changed the perception of celebrities and professional athletes?
- How has the use of websites evolved in the sports and entertainment industries?
- How has the use of apps impacted the sports and entertainment industries?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

National MBA Research Standards – Business Administration

Use social media to communicate with a business's stakeholders.

Task Number 85

Identify methods for attracting customers and establishing and maintaining customer relationships.

Definition

Identification should include the latest technology and tools used to maintain customer networks.

Process/Skill Questions

- Which types of promotions are most frequently used to attract customers?
- What are some methods of attracting customers through social media?
- What is relationship marketing and how is it important?
- What impact does customer ability to write reviews have on the sports and entertainment industries?
- What are some steps that a team can take to build a loyal fan base or improve fan loyalty?

National MBA Research Standards - Marketing

Implement and monitor promotional activities to maximize return on promotional efforts.

National MBA Research Standards – Business Administration

Use social media to communicate with a business's stakeholders.

Task Number 86

Identify target markets’ preferred platforms for various electronic marketing tools.

Definition

Identification should include matching popular platforms with the demographic group who use them most.

Process/Skill Questions

- Why do some target markets prefer specific platforms?
- How do various marketing tools help identify target markets?
- How might limiting one’s marketing tools possibly limit one’s target market?
• How can teams use social media and digital technologies to enhance the in-game experience for fans?

**National MBA Research Standards - Marketing**

Implement and monitor promotional activities to maximize return on promotional efforts.

Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

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**Task Number 87**

**Compare traditional marketing and digital media marketing.**

**Definition**

Comparison should identify

• the strengths and weaknesses of traditional marketing (e.g., radio, TV, print, digital, word-of-mouth) and digital media, including viral marketing
• the mix that is suitable for various desired outcomes.

**Process/Skill Questions**

• What are the traditional forms of marketing?
• How are traditional forms of marketing and social media marketing distributed?
• What is viral marketing and how does it impact the sports and entertainment industries?

**National MBA Research Standards - Marketing**

Acquire a foundational knowledge of promotion to understand its nature and scope.

**National MBA Research Standards – Business Administration**

Use social media to communicate with a business's stakeholders.

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**Task Number 88**

**Identify the pros and cons of social media marketing.**

**Definition**

Identification should include

• examples of positive and negative messages and their effects,
• methods of using social media responsibly.

**Process/Skill Questions**

• How can organizations minimize negative or offensive content on their social media accounts?
• What is considered ethical behavior in social media?
• How has social media misuse affected the career of a member of the sports or entertainment industry?
• How can the sports and entertainment industries benefit from digital media professionals?
Task Number 89

**Explain how digital media can be used to generate revenue.**

**Definition**

Explanation should include examples of available platforms (e.g., Twitter, Facebook, Instagram, Google ads).

**Process/Skill Questions**

- What tools are available to sports and entertainment organizations and individuals to make money using digital media?
- What are the benefits and drawbacks of using digital media to generate revenue?

Task Number 90

**Explain public relations as related to sports and entertainment industries.**

**Definition**

Explanation should include the definition of public relations as it relates to the sports, entertainment, and recreation industries.

**Process/Skill Questions**

- How can public relations create a favorable opinion for an individual or organization?
- How can negative public perceptions be overcome in the sports and entertainment industries?
- How does public relations tie into an overall marketing plan?
- What are some tools that organizations can use to create a positive public image?
Task Number 91

Explain the concept of earned media.

Definition

Explanation should include the difference between advertising and earned media.

Process/Skill Questions

- What are some small steps that organizations can use to create earned media?

Task Number 92

Describe public relations tools.

Definition

Description should include

- public relations tools (e.g., news release, brochure, event program, company profile, annual report, article reprint, media press kit, and press conference)
- the differences between a press release, which is controlled by the source, and a news article, which is not controlled by the source
- the public persona maintained by a sports and entertainment representative, individual athlete or entertainer, or company through interactive means such as blogs, web pages, and social media feeds.

Process/Skill Questions

- What are the important elements in a news release? Why is each element important?
- What public relations media tools are most commonly used in the sports and entertainment industries? What is the function of each?
- How does one determine which tool(s) to use in a specific sports and entertainment situation?
- When does time urgency play a role in the public relations tool chosen?
**Explain the internal and external aspects of public relations.**

**Definition**

Explanation should include

- the various types of internal public relations (including relations with employees, governing boards, volunteers)
- external public relations (including relations with the community, customers, sanctioning bodies, sponsors, suppliers/vendors, competitors)
- internal policies developed as a result of external positive or negative publicity.

**Process/Skill Questions**

- Why is internal public relations important to the success of sports and entertainment businesses?
- What is the difference between proactive and reactive public relations?
- How can a sports and entertainment business recover from negative publicity?
- How can a business use external public relations to assist with philanthropy?
- What are some everyday examples of proactive public relations?

**National MBA Research Standards - Marketing**

Implement and monitor promotional activities to maximize return on promotional efforts.
Understand the use of public-relations activities to communicate with targeted audiences.

**National MBA Research Standards – Business Administration**

Identify with others’ feelings, needs, and concerns to enhance interpersonal relations.

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**Task Number 94**

**Analyze the effects of negative media occurrences.**

**Definition**

Analysis should include

- managing and responding to persuasive and sensational techniques used by traditional media, social media, and websites
- the effects they have on sports and entertainment public relations.

**Process/Skill Questions**

- What is bias? How can bias in media be identified?
- What are some examples of negative publicity resulting from improper use of social media?
- How can the use of publicists and public relations professionals benefit sports and entertainment organizations?

**National MBA Research Standards - Marketing**

Acquire a foundational knowledge of promotion to understand its nature and scope.

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**Exploring Sponsorship and Endorsements**
Task Number 95

Explain sponsorship as it relates to the sports and entertainment industries.

Definition

Explanation should include
- the definition of *sponsorship*
- sponsor assets (e.g., naming rights, signage, exclusivity).

Process/Skill Questions

- What are some well-known examples of sponsorship in the sports and entertainment industries?
- Why are naming rights important to a sports and entertainment sponsor?
- Why is signage important to a sports and entertainment sponsor?
- Who are some athletes and entertainers with sponsorship deals?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.
Understand the use of an advertisement's components to communicate with targeted audiences.

Task Number 96

Explain the difference between sponsorships and endorsements.

Definition

Explanation should include
- a description of sponsorships and endorsements
- how celebrities or athletes can endorse products.

Process/Skill Questions

- What is a sponsorship?
- What is an endorsement?
- When would you use a sponsorship vs. an endorsement?

National MBA Research Standards - Marketing

Understand promotional channels used to communicate with targeted audiences.

Task Number 97

Explain the reasons for a company or organization to use sponsorships.
**Definition**

Explanation should include the benefits of sponsorship to a company or organization, such as:

- increasing sales
- introducing new products/services
- enhancing company image
- offering a nontraditional avenue to reach live audiences
- offsetting costs.

**Process/Skill Questions**

- How might sports and entertainment companies or organizations use sponsorships?
- How can a sponsorship affect a company's image positively? Negatively?
- Why would a corporation want to sponsor the Olympics or another large-scale event?

**National MBA Research Standards - Marketing**

Implement and monitor promotional activities to maximize return on promotional efforts.

Position products/services to acquire desired business image.

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**Task Number 98**

**Identify legal restrictions placed on endorsements and sponsorships.**

**Definition**

Identification should include:

- exclusivity terms in contracts
- intellectual property ownership
- restrictions put in place by the Federal Trade Commission (e.g., regarding truthful opinions, real experience with the product, and deceptive ads).

**Process/Skill Questions**

- What laws are in place to monitor endorsements?
- How are companies and celebrities held liable for endorsement deals?
- What are the consequences if companies do not follow procedures and laws for endorsing a product?

**National MBA Research Standards - Marketing**

Acquire a foundational knowledge of promotion to understand its nature and scope.

Understand the use of an advertisement's components to communicate with targeted audiences.

**National MBA Research Standards – Business Administration**

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

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**Task Number 99**
Explain advantages and disadvantages of endorsements.

Definition

Explanation should include

- examples of endorsement advantages (e.g., consumer identification with famous athletes or entertainers and winning teams)
- examples of disadvantages (e.g., controversial celebrities or negative publicity, expense, potential for consumers to doubt the sincerity of the endorser).

Process/Skill Questions

- What are some of the advantages and disadvantages of having athlete or entertainer endorsements?
- What factors have contributed to the increase in sports and entertainment endorsements in recent years?
- What is licensing?

National MBA Research Standards - Marketing

Implement and monitor promotional activities to maximize return on promotional efforts.

Task Number 100

Identify current trends in sponsorship within the sports and entertainment industries.

Definition

Identification should include

- examples of current sponsorships (e.g., companies sponsoring an athlete, team, or venue; digital channels that connect with fans)
- trends within these sponsorships.

Process/Skill Questions

- What are some current trends in sponsorship in the sports and entertainment industries?
- What characteristics is a company looking for in a sponsored athlete or team?
- How are sponsorships used by corporations?

National MBA Research Standards - Marketing

Implement and monitor promotional activities to maximize return on promotional efforts.

National MBA Research Standards – Business Administration

Understand the nature of business to show its contributions to society.

Task Number 101

Describe the components and exchanges in an event triangle.
Definition

Description should include
- event triangle
- key players
- exchanges that occur (e.g., sponsors to money, money to the event, event to entertainment, entertainment to fans, fans to money, money to sponsors).

Process/Skill Questions

- What is the event triangle?
- Who are the key players in the event triangle?
- What exchanges occur between key players in the event triangle?
- How can a disruption in service affect the event triangle?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Understand promotional channels used to communicate with targeted audiences.

Task Number 102

Explain the effects media broadcasting may have on decisions made by a sponsor.

Definition

Explanation should include
- the role of media broadcasting in the decision a sponsor will make in negotiating a contract with the venue
- the roles of the event staff, the venue, and the sponsor.

For example, sponsors align with bigger events and award shows to gain more exposure to their fans and audiences.

Process/Skill Questions

- What are some of the effects that broadcasting can have on an event?
- Why are award shows valuable to sponsors?
- Why might ticket prices be lowered by a sponsor during an event or awards show?
- Why might sponsors consider smaller events?
- What role does the sponsor play during the event?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Exploring Sales Promotion

Task Number 103
Explain the advantages and disadvantages of using various forms of sales promotion in the sports and entertainment industries.

Definition

Explanation should include

- the purpose and importance of sales promotion, as well as marketing activities used to stimulate purchasing and sales (e.g., contests, coupons, rebates, endorsements)
- trade promotions (e.g., trade shows, sales incentives)
- consumer sales promotions (e.g., licensing, visual merchandising)
- the importance of lead generation.

Process/Skill Questions

- Why are premium or specialty sales promotions used at sporting events?
- Why are trade sales promotions important in business-to-business transactions?
- What types of sales incentives are used in the sports and entertainment industries?
- Why are trade shows important in the sports and entertainment industries?

National MBA Research Standards - Marketing

Understand promotional channels used to communicate with targeted audiences.
Understand the use of an advertisement's components to communicate with targeted audiences.

Task Number 104

Describe the elements of a sports and entertainment sales promotion campaign.

Definition

Description should include

- product or service
- target market
- branding
- advertising strategies.

Process/Skill Questions

- What is the importance of each element in a sports and entertainment sales promotion campaign?
- Based on the product or service being promoted, how is the target market determined?
- What sales promotion and advertising strategies are commonly used in sports and entertainment promotional campaigns? What are the strengths and weaknesses of each?
- How can organizations tailor their sales promotions to satisfy various target markets?

National MBA Research Standards - Marketing

Understand promotional channels used to communicate with targeted audiences.
Understand the use of an advertisement's components to communicate with targeted audiences.
Describing the Sales Process

Task Number 105

Explain the types of selling and why they are important in sports and entertainment industries.

Definition

Explanation should include

- recognizing the importance of selling as part of the marketing concept
- explaining and making a distinction between personal selling (e.g., salespeople, merchandise sales, interviewing) and technology-based selling (e.g., Internet sales, email marketing, social media marketing).

Process/Skill Questions

- What are the different types of selling and how can you recognize each?
- How is personal selling used in the sports and entertainment industries?
- What are customer buying motives? How can these buying motives help sell the product or service?
- How can online stores use personal selling?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Task Number 106

Explain merchandising (on-site and supplemental) as it relates to the sports and entertainment industries.

Definition

Explanation should include various types of merchandise available

- on-site (events)
  - food and beverage (concessions)
  - souvenirs
  - clothing
  - programs
- on-site (brick and mortar)
  - clothing, hats, shoes
  - novelty (lanyards, key chains)
  - media (posters, movies, books, video games)
- online (online sellers such as Amazon, sporting news sites, entertainment news sites)
  - souvenirs
  - clothing
  - games
  - media (comics, video games, downloadable music and videos)

Explanation should also include that many of the products and services once only available on-site are now available online.
Process/Skill Questions

- What is the difference between a concession and merchandising on-site?
- How does one determine the types and number of concessions to operate in a particular venue?
- Why are concessions important in terms of the marketing concept?
- How might concessions and on-site merchandising affect a venue's relationship with local businesses?
- What is the difference between on-site merchandising at an event, on-site merchandising in a retail store, and online merchandising?
- What are the pros and cons of each type of merchandising?
- When might it be wise for a sports and entertainment business to focus on one type of merchandising over the others?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Task Number 107

Explain the concept of bundling products and/or services.

Definition

Explanation should include the definition of bundling as combining multiple products to be sold as one package and the concept that there are more venue opportunities through bundling beyond the primary product or service (e.g., licensing, food and beverage).

Process/Skill Questions

- What are some advantages and disadvantages of bundling products?
- How do consumers benefit from bundling?
- How do sports and entertainment businesses benefit from bundling?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Task Number 108

Explain the steps of selling process.

Definition

Explanation should include the steps of the selling process such as

- pre-approach activities
- product knowledge
- prospecting/qualifying
- the approach
- the needs of customers
- the presentation and demonstration
- overcoming objections
- the close
- asking for referrals
• suggestion selling
• the follow-up (relationship marketing).

Process/Skill Questions

• What activities can take place before the selling process?
• To what extent is it important to perform the steps of the sale in order?
• What might be the results of omitting or underemphasizing one or more selling steps?
• How can product presentation and demonstration assist with the sales process?
• How can basic selling techniques be adapted to various sports and entertainment sales situations?
• Why is suggestion selling important when closing the sale?
• How can following up with consumers create positive sales feedback?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Describing the Economics of the Industry

Task Number 109

Explain economics and its relation to the sports and entertainment industries.

Definition

Explanation should include

• definitions of the major concepts of economics (e.g., scarcity, opportunity cost, trade-offs, incentives, monopoly)
• identification of the controllable economic factors (e.g., price, value)
• identification of uncontrollable factors (e.g., income, population).

Process/Skill Questions

• How are the sports and entertainment industries affected by scarcity and opportunity cost? By trade-offs and incentives?
• How are the sports and entertainment industries affected by various controllable economic factors? Uncontrollable economic factors?
• How does the unemployment rate affect sports and entertainment industries?
• What economic impact can a professional sports team have on its community?
• Why are geographic factors a critical element in sports and entertainment economics?

National MBA Research Standards – Business Administration

Analyze cost/profit relationships to guide business decision-making.

Understand economic systems to be able to recognize the environments in which businesses function.

Understand fundamental economic concepts to obtain a foundation for employment in business.

Task Number 110
Explain how the phases in the business cycle affect the sports and entertainment industries.

Definition

Explanation should include

- a description of the business cycle phases (e.g., prosperity, recession, depression, recovery)
- factors that affect the business cycle (e.g., government regulations, consumer behaviors, ROI)
- examples from sports and entertainment (e.g., pricing factors, cost of customer acquisition).

Process/Skill Questions

- How does a change in the business cycle affect the sports and entertainment industries?
- What sports and entertainment industries might continue to do reasonably well during a recession?
- How can sports and entertainment businesses attract and retain customers during the off-season?

National MBA Research Standards – Business Administration

Understand economic indicators to recognize economic trends and conditions.

Task Number 111

Explain the concept of supply and demand.

Definition

Explanation should include

- a definition of supply and demand with examples from sports and entertainment
- the relationship of supply and demand to price and value associated with the sports and entertainment industries.

Process/Skill Questions

- What factors affect the price of sports and entertainment events?
- What would increase the demand for sports and entertainment events?
- How does the condition of the economy affect demand for sports and entertainment products and services?
- What is the equilibrium price?

National MBA Research Standards – Business Administration

Analyze cost/profit relationships to guide business decision-making.
Understand fundamental economic concepts to obtain a foundation for employment in business.

Task Number 112
Explain competition as it relates to the sports and entertainment industries.

Definition

Explanation should include the relation to the sports and entertainment industries of each of the following:

- Direct competition
- Indirect competition
- Price competition
- Non-price competition

Process/Skill Questions

- What types of direct and indirect competition exist in the sports and entertainment industries?
- Why is competition good for sports and entertainment consumers and businesses?
- Why should competition research be an ongoing process for sports and entertainment industries?
- How has e-sports affected the sports and entertainment industry?
- How else might a business compete, other than through price?

National MBA Research Standards – Business Administration

Understand economic systems to be able to recognize the environments in which businesses function.

Understand fundamental economic concepts to obtain a foundation for employment in business.

Exploring the Marketing Plan

Task Number 113

Explain the components of the marketing plan.

Definition

Explanation should include the purpose of each element of the marketing plan:

- Executive summary
- Situation analysis (strengths, weaknesses, opportunities, threats [SWOT] analysis; environmental scan)
- Objectives (company mission, marketing objectives, financial objectives)
- Marketing strategies (positioning and points of difference, marketing mix)
- Implementation (organization, activities and responsibilities, budget, and timetables)
- Evaluation and control (performance standards, measurements, corrective action)
- Appendix

Process/Skill Questions

- What resources are needed to develop a marketing plan?
- What are the benefits of a marketing plan?
- How do marketing utilities factor into the marketing plan?
• What are the consequences of not having a marketing plan?

National MBA Research Standards - Marketing
Acquire a foundational knowledge of promotion to understand its nature and scope.
Employ marketing-information to plan marketing activities.

National MBA Research Standards – Business Administration
Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 114
Describe the importance of research in developing a marketing plan.

Definition
Description should include the use of both primary and secondary market research methods.

Process/Skill Questions
• What information can be collected using primary data? Secondary data?
• Why would a business select one research method over another?
• What are the effects of inefficient marketing research?

National MBA Research Standards - Marketing
Understand marketing-research activities to show command of their nature and scope.

National MBA Research Standards – Business Administration
Acquire information to guide business decision-making.

Task Number 115
Describe the importance of analyzing the marketing plan to determine return on investment (ROI).

Definition
Description should include of the relationship between analyzing market research information and ROI.

Process/Skill Questions
• How do you determine ROI after a marketing plan has been implemented?
• What methods are used in evaluating the effectiveness of a marketing plan?
• What are marketing metrics?

National MBA Research Standards - Marketing
Employ marketing-information to plan marketing activities.
Implement and monitor promotional activities to maximize return on promotional efforts.
Task Number 116

Identify the components of a SWOT analysis.

Definition

Identification should include

- strengths
- weaknesses
- opportunities
- threats

as related to the sports and entertainment industries.

Process/Skill Questions

- Why is it important to analyze internal operations as well as external factors?
- What can a business learn by conducting a SWOT analysis?
- How can a SWOT analysis help distinguish between a fad and a trend?
- How does a SWOT analysis influence the goals, objectives, and strategies of a sports and entertainment marketing business/organization?

National MBA Research Standards - Marketing

Employ marketing-information to plan marketing activities.

National MBA Research Standards – Business Administration

Acquire information to guide business decision-making.

Identify potential business threats and opportunities to protect a business' financial well-being.

Developing Job Search Skills

Task Number 117

Identify occupations within the sports and entertainment industries.

Definition

Identification should include

- a distinction among the concepts of career cluster, career pathway, and occupation
- specific career pathways and occupations
- how most career clusters are represented
- an organizational chart for a company or organization
- salary expectation for entry-level positions.

Many websites offer career exploration resources, including the Virginia Education Wizard.
Process/Skill Questions

- What personal traits are important for career success in the sports and entertainment fields?
- What are the major occupational trends in the different sports and entertainment marketing industries?
- What resources are available to research and identify sports and entertainment marketing occupations?
- What are nontraditional entry-level jobs that can lead to a career in sports and entertainment marketing?

National MBA Research Standards – Business Administration

Implement job-seeking skills to obtain employment.
Participate in career planning to enhance job-success potential.
Utilize career-advancement activities to enhance professional development.

Task Number 118

Identify personal skills and interests applicable to the sports and entertainment industries.

Definition

Identification should include

- individual personal skills (e.g., leadership ability, problem-solving ability, organizational ability)
- interests (e.g., sports, theater, music, physical fitness, recreational activities, volunteer activities)
- networking with local business representatives
- volunteering or working in sports and entertainment industries to gauge interest in the business of sports and entertainment and to gain valuable work experience.

Process/Skill Questions

- How can the student's personal strengths be used in careers in the sports and entertainment industries?
- How can development of new skills and interests increase career opportunities?
- How can volunteering help identify skills?
- What state and national certification exams are available in sports and entertainment marketing?

National MBA Research Standards – Business Administration

Acquire self-development skills to enhance relationships and improve efficiency in the work environment.

Task Number 119

Identify resources for a job search in the sports and entertainment industry.
Definition

Identification should include

- career search websites
- job fairs
- job placement agencies and recruiters
- social media sites (e.g., LinkedIn)
- association memberships.

Identification should also include networking, specifically during internships, which can lead to employment following a work-based learning experience.

Process/Skill Questions

- How must a company sell itself as a good place to work?
- How might networking be the most valuable way of searching for a job?
- Why is it important to keep track of job leads?

National MBA Research Standards – Business Administration

Participate in career planning to enhance job-success potential.

Task Number 120

Create a networking plan in the sports or entertainment industry.

Definition

Creating a networking plan should include

- explaining the importance of networking
- researching contacts
- identifying effective networking practices and tools
- determining when and where networking should be done (e.g., conferences, events, social media)
- adding value when making networking connections
- maintaining relationships over time.

Process/Skill Questions

- When should you begin to create your network?

National MBA Research Standards – Business Administration

Implement job-seeking skills to obtain employment.
Participate in career planning to enhance job-success potential.

Task Number 121

Create or update a résumé and application/cover letter.

Creating a résumé should include
• personal information
• educational background
• work experience
• extracurricular activities and interests
• references.

Development should also include understanding the importance of keeping an up-to-date professional profile on job networking sites (e.g., LinkedIn).

A cover letter should provide additional information related to the specific job and follow a standard professional format.

Process/Skill Questions

• How does one tailor a résumé to a specific job?
• Why should you not use family or friends as references?
• How is software used to filter résumés?
• How far back should one’s previous employment history go on a résumé?

National MBA Research Standards – Business Administration

Apply verbal skills to obtain and convey information.

Implement job-seeking skills to obtain employment.

Read to acquire meaning from written material and to apply the information to a task.

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Task Number 122

Complete a job application.

Definition

Completion should include job application forms filled out in full, either typed, neatly written in ink, or completed online.

Completion should
• contain accurate information
• be error-free
• use no abbreviations
• use legal names
• have reference information
• include a list of proficiencies and certifications and educational history
• include applicant's signature
• follow all instructions on the application.

Process/Skill Questions

• What can job application forms tell an employer about a job candidate?
• For online applications, what is the importance of identifying key words?
• Why is it important that your social media profile is working for you, and not against you?

National MBA Research Standards – Business Administration

Apply verbal skills to obtain and convey information.

Implement job-seeking skills to obtain employment.
Task Number 123

Describe the job interview process and techniques for follow-up.

Definition

Description should include acceptable job interview and follow-up techniques for both in-person and virtual interviews, such as

- researching the company and the position before the interview
- understanding the importance of cultivating industry knowledge
- preparing answers to anticipated questions
- wearing professional attire
- being on time
- introducing oneself
- making eye contact
- listening attentively to the interviewer
- maintaining a respectful demeanor
- asking questions
- speaking clearly
- refraining from consuming or carrying food, drink, or gum
- refraining from checking one’s phone
- writing a follow-up communication (e.g., a thank-you note).

Process/Skill Questions

- How does an applicant prepare for a job interview?
- What are commonly asked interview questions?
- What mistakes do job applicants commonly make before, during, and after an interview?
- How can you tell when an interview is over?
- What are some examples of questions you can ask during the interview?
- What questions should you avoid asking?

National MBA Research Standards – Business Administration

Implement job-seeking skills to obtain employment.

Participate in career planning to enhance job-success potential.

Task Number 124

Participate in a mock interview or an informational interview with a local employer.

Definition

Participation may include meeting with an employer to discuss employment, answering questions, and asking questions that demonstrate an understanding of the employer's company and products or services.
Process/Skill Questions

- How should one prepare for an interview?
- Why is it important to interview with as many employers as possible?
- What does it tell the interviewer about you when you ask thoughtful questions?

National MBA Research Standards – Business Administration

Implement job-seeking skills to obtain employment.
Participate in career planning to enhance job-success potential.

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<tr>
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</tr>
<tr>
<td>Identify pricing strategies as they relate to the sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain business as it relates to the sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Compare the types of business ownership and their roles in the sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Task</td>
<td>Language:</td>
<td></td>
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<tr>
<td>----------------------------------------------------------------------</td>
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<td></td>
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<tr>
<td>Explain distribution and how it relates to sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Identify challenges for distributing sports and entertainment services.</td>
<td>English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain promotion and promotional mix.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Identify the roles of advertising, publicity, sales promotion, direct marketing, and personal selling in the sports and entertainment industries.</td>
<td>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</td>
<td></td>
</tr>
<tr>
<td>Determine methods of communication used in sports and entertainment promotion.</td>
<td>English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5</td>
<td></td>
</tr>
<tr>
<td>Identify the goals of advertising and methods of evaluating an advertisement’s success.</td>
<td>Mathematics: PS.8, AFDA.8</td>
<td></td>
</tr>
<tr>
<td>Describe the elements of an advertisement.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain advertising as related to sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Identify target markets’ preferred platforms for various electronic marketing tools.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Compare traditional marketing and digital media marketing.</td>
<td>English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5</td>
<td></td>
</tr>
<tr>
<td>Identify the pros and cons of social media marketing.</td>
<td>English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain how digital media can be used to generate revenue.</td>
<td>English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain public relations as related to sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain the concept of earned media.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Describe public relations tools.</td>
<td>English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain the internal and external aspects of public relations.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Analyze the effects of negative media occurrences.</td>
<td>English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain sponsorship as it relates to the sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain the difference between sponsorships and endorsements.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain the reasons for a company or organization to use sponsorships.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Identify legal restrictions placed on endorsements and sponsorships.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain advantages and disadvantages of endorsements.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Identify current trends in sponsorship within the sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
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<td>---</td>
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</tr>
<tr>
<td>Describe the components and exchanges in an event triangle.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain the effects media broadcasting may have on decisions made by a sponsor.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain the advantages and disadvantages of using various forms of sales promotion in the sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Describe the elements of a sports and entertainment sales promotion campaign.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain the types of selling and why they are important in sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain merchandising (on-site and supplemental) as it relates to the sports and entertainment industries.</td>
<td>English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain the concept of bundling products and/or services.</td>
<td>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain the steps of selling process.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain economics and its relation to the sports and entertainment industries.</td>
<td>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain how the phases in the business cycle affect the sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain the concept of supply and demand.</td>
<td>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain competition as it relates to the sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Explain the components of the marketing plan.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Describe the importance of research in developing a marketing plan.</td>
<td>English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8</td>
<td></td>
</tr>
<tr>
<td>Mathematics: PS.8, AFDA.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Describe the importance of analyzing the marketing plan to determine return on investment (ROI).</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Identify the components of a SWOT analysis.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Identify occupations within the sports and entertainment industries.</td>
<td>English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8</td>
<td></td>
</tr>
<tr>
<td>History: Govt 14, 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify personal skills and interests applicable to the sports and entertainment industries.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>Identify resources for a job search in the sports and entertainment industry.</td>
<td>English: 10.5, 11.5, 12.5</td>
<td></td>
</tr>
<tr>
<td>History: Govt 14, 15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Create a networking plan in the sports or entertainment industry.

Create or update a résumé and application/cover letter.

Complete a job application.

Describe the job interview process and techniques for follow-up.

Participate in a mock interview or an informational interview with a local employer.

DECA, Inc. Information

DECA, the co-curricular student organization for Marketing, provides many opportunities through its program of work for students to apply the knowledge, skills, and processes learned in a variety of courses. The purposes of DECA’s program of competitive events are as follows:

- To contribute to the development of skills necessary for careers in marketing, merchandising, management, and entrepreneurship
- To evaluate student achievement of the skills through careful measurement devices (performance indicators)
- To provide opportunities for student and team recognition
- To provide constructive avenues for individual or team expression, initiative, and creativity
- To motivate students to assume responsibility for self-improvement and self-discipline
- To provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities
- To assist students in acquiring a realistic self-concept through individual and team activities
- To help students participate in an environment of cooperation and competition
- To provide visibility for the educational goals and objectives of marketing education.


Common Skills Developed When Participating in DECA Events

- Communication skills—The ability to exchange information and ideas with others through writing, speaking, reading, or listening
- Analytical skills—The ability to derive facts from data, findings from facts, conclusions from findings, and recommendations from conclusions
- Critical thinking/problem-solving skills
- Production skills—The ability to take a concept from an idea and make it real
- Teamwork—The ability to plan, organize, and conduct a group project
- Priorities/time management—The ability to determine priorities and manage time commitments
- The ability to evaluate presentations
Related DECA, Inc. Competitive Events

Career and Technical Education student organization information correlates to course content. As an integral part of the classroom curriculum, DECA’s industry-validated competitive events apply learning, connect to business and promote competition. DECA’s competitive events program is aligned to National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism.

The Virginia DECA events are designed to assist students in the preparation of potential career areas within Marketing, Management, Finance, and Hospitality. DECA members currently affiliated at the state and national level are encouraged to take part in competitive events by beginning competition at the district level.

There are a variety of competitive events that students can participate in but this is a decision that should be made between the student and instructor depending upon the student’s career interest and path *. Refer to the Chapter Management Guide at [http://vadeca.org](http://vadeca.org) for further details of Virginia events.

Please use the model below provided by DECA Inc. to guide student placement in appropriate competitive events.

**Suggested Grade Levels:**

1. **Freshman year:** Principles of Business Administration Events are designed for first-year DECA members who are enrolled in introductory-level principles of marketing/business courses. Students were previously members of DECA are not eligible for these events.

2. **Sophomore year:** Team Decision Making Events measure students’ ability to analyze one or a combination of elements essential to the effective operation of a business in specific career area.

3. **Junior year:** Prepared Presentation Events and Individual Series Events effectively measure the student’s proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. The student is given a description of a specific situation that measures skills, knowledge, and attitudes in a given career. Roles in these events could be content area expert, client, customer, employee, supervisor, manager, or entrepreneur.
• Senior year: **Project Management Events, Business Plans, Integrated Marketing, Professional Selling** and **Consulting Events**, and **Online Events** (Stock Market Game and Virtual Business Challenge)

**Tier 1—Business Administration Core:** Consists of 12 instructional areas each with foundational knowledge and skills common to the four career clusters that DECA supports. Performance indicators in this tier are used in the Business Administration Core exam and the four Career Cluster exams. Performance indicators in this tier are used in role-plays for Principles of Business Administration Events, case studies for Team Decision Making Events and role-plays for Individual Series Events.

**Tier 2—Career Clusters:** Each career cluster has its own set of instructional areas and knowledge and skills unique to careers within that cluster. Performance indicators in this tier are used in Career Cluster exams. Performance indicators in this tier are used in case studies for Team Decision Making Events and role-play for Individual Series Events.

**Tier 3—Career Pathways:** Career Clusters are then separated into career pathway, grouping similar careers together in broad based pathways representing knowledge and skills unique to the pathway. Performance indicators in this tier are not used in exams. The performance indicators in the respective pathway are used in role-plays for Individual Series Events.

**Tier 4—Specialties:** The specialty level addresses knowledge and skills needs for each specific career within a pathway. For example, in professional selling, some job opportunities are pharmaceutical sales, real estate sales and advertising sales. Because they are so specialized, performance indicators from this tier are not used in DECA’s competitive events.

**DECA Competitive Events Listing**
Principles of Business Administrative Events

**Performance Indicators**

Performance indicators for **Principles of Business Administration** role-plays and exams will be selected from the business administration core.

Performance indicators for **Team Decision Making** case studies and exams will be selected from the business administration core and appropriate career cluster.

Performance indicators for **Individual Series** exams will be selected from the business administration core and appropriate career cluster. Performance indicators for the role-plays will be selected from the business administration core, appropriate career cluster and appropriate pathway.

Performance indicators for the **Entrepreneurship Individual Series Event** and **Entrepreneurship Team Decision Making Event** will be selected from the Entrepreneurship Performance Indicator list, which comprises related knowledge and skills from the business administration core, business management and administration career cluster, finance career cluster and marketing career cluster.

Performance indicators for the exam and role-plays used for the **Personal Financial Literacy Event** will be selected from the National Standards in K-12 Personal Finance Education, created and maintained by the Jump$tart Coalition® for Personal Financial Literacy.

Performance indicators for the exams used for **Integrated Marketing Campaign Events** and **Professional Selling and Consulting Events** will be selected from the business administration core and appropriate career cluster.

- Principles of Business Management and Administration (PBM)
- Principles of Finance (PFN)
- Principles of Hospitality and Tourism (PHT)
- Principles of Marketing (PMR)

**Individual Series Events**

- Accounting Applications (ACT)
- Apparel and Accessories Marketing Series (AAM)
- Automotive Services Marketing Series (ASM)
- Business Finance Series (BFS)
- Business Services Marketing Series (BSM)
- Entrepreneurship Series (ENT)
- Food Marketing Series (FMS)
- Hotel and Lodging Management Series (HLM)
- Human Resources Management Series (HRM)
- Marketing Communications Series (MCS)
- Quick Service Restaurant Management Series (QRSM)
- Restaurant and Food Service Management Series (RFSM)
- Retail Merchandising Series (RMS)
- Sports and Entertainment Marketing Series (SEM)

**Personal Financial Literacy Event**

- Personal Financial Literacy (PFL)

**Team Decision Making Events**

- Business Law and Ethics Team Decision Making (BLTDM)
- Buying and Merchandising Team Decision Making (BTDM)
- Entrepreneurship Team Decision Making (ETDM)
- Financial Services Team Decision Making (FTDM)
- Hospitality Services Team Decision Making (HTDM)
- Marketing Management Team Decision Making (MTDM)
- Sports and Entertainment Marketing Team Decision Making (STDM)
- Travel and Tourism Team Decision Making (TTDM)

**Business Operations Research Events**

- Business Services Operations Research (BOR)
• Buying and Merchandising Operations Research (BMOR)
• Finance Operations Research (FOR)
• Hospitality and Tourism Operations Research (HTOR)
• Sports and Entertainment Marketing Operations Research (SEOR)

Project Management Events

• Business Solutions Project (PMBS)
• Career Development Project (PMCD)
• Community Awareness Project (PMCA)
• Community Giving Project (PMCG)
• Financial Literacy (PMFL)
• Sales Project (PMSP)

Entrepreneurship Events

• Innovation Plan (EIP)
• Start-Up Business Plan (ESB)
• Independent Business Plan (EIB)
• International Business Plan (IBP)
• Business Growth Plan (EBG)
• Franchise Business Plan (EFB)

Integrated Marketing Campaign Events

• Integrated Marketing Campaign – Event (IMCE)
• Integrated Marketing Campaign – Product (IMCP)
• Integrated Marketing Campaign – Service (IMCS)

Professional Selling and Consulting Events

• Financial Consulting (FCE)
• Hospitality and Tourism Professional Selling (HTPS)
• Professional Selling (PSE)

Online Events

• Stock Market Game (SMG)
• Virtual Business Challenge Accounting (VBCAC)
• Virtual Business Challenge Fashion (VBCFA)
• Virtual Business Challenge Hotel Management (VBCHM)
• Virtual Business Challenge Personal Finance (VBCPF)
• Virtual Business Challenge Restaurant (VBCRS)
• Virtual Business Challenge Retail (VBCRT)
• Virtual Business Challenge Sports (VBCSP)

Other Events

• SBE Certification

*Other events may also be relevant predicated on career interests and the synthesis of multiple tasks listed in the curriculum. Students may also opt to spend time outside of class in occupationally specific skills so that curriculum tasks may be applied to occupationally specific events.
Teaching Resources


"Team Up for Sports Marketing." Education World. http://www.educationworld.com/a_tsl/archives/03-1/lesson033.shtml. Lesson plan in which students create a marketing campaign for a sports team. They create press releases, business cards, and ads or commercials, all using advertising techniques they have studied.


Teacher-created resources, including slideshows and links to relevant YouTube videos: https://www.murrieta.k12.ca.us/Page/33431

Movies and Shows Associated with Marketing

Undercover Boss

Abstract: The Art of Design

The Founder

The Truman Show

Walt Before Mickey

Terms and Conditions May Apply

Pepsi vs Cola: The Marketing Battle of the Century

Wal-Mart: The High Cost of Low Price

Famous Nathan

Andy Paris: Bubblegum King

Moneyball

The Joneses

Jobs

The Circle

Jiro Dreams of Sushi

Anthony Bourdain: Parts Unknown

Inside: Chipotle

20 Feet from Stardom

Helvetica
Chef
Syrup
The Greatest Movie Ever Sold
The Hudsucker Proxy
Tucker: A Man and His Dream
Appendix: Credentials, Course Sequences, and Career Cluster Information

Industry Credentials: Only apply to 36-week courses

<table>
<thead>
<tr>
<th>Industry Credentials</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A<em>S</em>K Fundamental Marketing Concepts Assessment</td>
</tr>
<tr>
<td>• Business of Retail: Operations &amp; Profit Examination</td>
</tr>
<tr>
<td>• College and Work Readiness Assessment (CWRA+)</td>
</tr>
<tr>
<td>• Customer Service and Sales Certification Assessment</td>
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<tr>
<td>• National Career Readiness Certificate Assessment</td>
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<tr>
<td>• Recreation, Amusements, and Attractions Assessment</td>
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<tr>
<td>• Workplace Readiness Skills for the Commonwealth Examination</td>
</tr>
</tbody>
</table>

Concentration sequences: A combination of this course and those below, equivalent to two 36-week courses, is a concentration sequence. Students wishing to complete a specialization may take additional courses based on their career pathways. A program completer is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program.

<table>
<thead>
<tr>
<th>Concentration sequences</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Digital and Social Media Marketing (8125/36 weeks)</td>
</tr>
<tr>
<td>• Entrepreneurship (9093/36 weeks)</td>
</tr>
<tr>
<td>• Entrepreneurship, Advanced (9094/36 weeks)</td>
</tr>
<tr>
<td>• Introduction to Marketing (8110/36 weeks)</td>
</tr>
<tr>
<td>• Introduction to Marketing (8111/18 weeks)</td>
</tr>
<tr>
<td>• Marketing (8120/36 weeks)</td>
</tr>
<tr>
<td>• Marketing Management (8132/36 weeks)</td>
</tr>
<tr>
<td>• Marketing, Advanced (8130/36 weeks)</td>
</tr>
<tr>
<td>• Opportunities in Global Trade (8135/36 weeks)</td>
</tr>
<tr>
<td>• Opportunities in Global Trade, Advanced (8136/36 weeks)</td>
</tr>
<tr>
<td>• Principles of Business and Marketing (6115/36 weeks)</td>
</tr>
<tr>
<td>• Principles of Business and Marketing (6116/18 weeks)</td>
</tr>
<tr>
<td>• Sports and Entertainment Management (8177/36 weeks)</td>
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</table>

Career Cluster: Hospitality and Tourism

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Occupations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>Concierge</td>
</tr>
<tr>
<td></td>
<td>Front Desk Clerk</td>
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<tr>
<td></td>
<td>Front Office Manager</td>
</tr>
<tr>
<td></td>
<td>Lodging Manager</td>
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<tr>
<td></td>
<td>Marketing Manager</td>
</tr>
<tr>
<td></td>
<td>Reservationalist</td>
</tr>
<tr>
<td>Recreation, Amusements and Attractions</td>
<td>Advertising and Promotions Manager</td>
</tr>
<tr>
<td></td>
<td>Meeting and Convention Planner</td>
</tr>
<tr>
<td></td>
<td>Recreation Supervisor</td>
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<tr>
<td></td>
<td>Recreation Worker</td>
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<tr>
<td></td>
<td>Retail Manager</td>
</tr>
<tr>
<td></td>
<td>Sports Promoter</td>
</tr>
<tr>
<td>Restaurants and Food and Beverage Services</td>
<td>Destination Manager</td>
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<tr>
<td></td>
<td>Entrepreneur</td>
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<tr>
<td></td>
<td>Facilities Manager</td>
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<td></td>
<td>Food Service Manager</td>
</tr>
<tr>
<td></td>
<td>Franchisee</td>
</tr>
<tr>
<td></td>
<td>Host, Hostess</td>
</tr>
<tr>
<td></td>
<td>Meeting and Convention Planner</td>
</tr>
<tr>
<td>Travel and Tourism</td>
<td>Director of Convention and Visitors Bureau</td>
</tr>
<tr>
<td></td>
<td>Director of Tourism Development</td>
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<tr>
<td></td>
<td>Human Resources Manager</td>
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<td></td>
<td>Meeting and Convention Planner</td>
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<td>Tour, Travel Guide</td>
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<td></td>
<td>Travel Agent</td>
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