

Sports and Entertainment Marketing (8175)

Sports and Entertainment Management (8177)

Teacher Resources

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.

For additional information about the student organization, contact DECA, Inc., 1908 Association Drive, Reston, VA 20191, phone (703) 860-5000, FAX (703) 860-4013. See the DECA, Inc. home page at <http://www.deca.org> and the Virginia DECA home page at <http://www.vadeca.org>.

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> 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.

- 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.

Business Operations Research Events provide an opportunity for participants to demonstrate knowledge and skills needed by management personnel through the preparations of a detailed written strategic plan and presentation based on the results of a research study.

- 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.

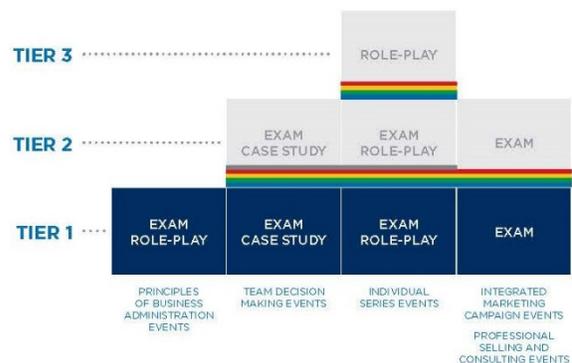
Performance indicators for **TEAM DECISION MAKING** case studies and exams will be selected from the business administration core and appropriate career cluster.

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

Kaser, K., & Oelkers, D. (2016). Sports and entertainment marketing (4th ed.). Boston, MA: Cengage Learning (<https://www.cengage.com/c/sports-and-entertainment-marketing-4e-kaser/9781133602446PF/?filterBy=Higher-Education#>)

Sports Career Consulting. <http://sportscareerconsulting.com/>. Scroll down for free case studies, projects, and classroom activities related to sports marketing.

WorkInSports.com <http://www.workinsports.com/>. Employment site with sports, recreation, and fitness company jobs and internships.

"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.

Teamwork Online. <http://www.teamworkonline.com>. Employment website that includes major and minor league sports, governing bodies, professional associations, and other career opportunities.

The World Outdoors. <http://www.theworldoutdoors.com/documents/jobopps.html>. Off the beaten path adventure jobs (i.e., cruises, safaris, ranches).

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