



Course Overview

Unit Title	Unit Summary
<u>Professionalism & Industry Insight in Sports Marketing</u>	Students develop understanding of professional standards and employability skills required in the sports and entertainment marketing industry. They identify the nature and scope of sports and entertainment marketing, research the history of sports and entertainment as an industry, explore careers in the field, and understand how demographics influence the industry. Students learn about major environmental influences on sports and entertainment demand, define sports and entertainment marketing, and explore trends and emerging technologies affecting the industry while understanding competition for discretionary income.
<u>Foundations of Sports and Entertainment Marketing</u>	Students learn the importance and functions of marketing as they relate to sports and entertainment. They explain the marketing concept, describe marketing functions, understand the marketing mix components, express the importance of target markets, and analyze market segmentation strategies. Students explore distribution channels for sports and entertainment products, understand marketing-information systems for business decisions, and learn how international marketing affects the industry while examining successful entertainment marketing strategies and distribution methods.
<u>Promotions & Promotional Planning</u>	Students understand how successful marketers develop, implement, and evaluate promotional plans by identifying and creating elements of the promotional mix and analyzing promotional plans for effectiveness. They explore the importance of branding by defining branding concepts, differentiating between types of brands, identifying brand equity and extension examples in sports and entertainment, explaining the value of building strong brands, and determining characteristics of successful brands while developing comprehensive promotional strategies.
<u>Business & Economic Concepts</u>	Students learn business concepts and how businesses satisfy economic needs by categorizing business activities, analyzing interdependence between business activities and marketing, understanding forms of business, and demonstrating economic impact concepts. They explore how sports and entertainment businesses achieve profitability through financial information evaluation, revenue stream concepts, and profit-loss relationships while identifying and explaining methods to control various business risks commonly associated with sports and entertainment businesses.

<u>Product Management and Planning</u>	Students understand elements and processes of product planning by describing stages of new-product planning, illustrating product mix concepts, and identifying product life cycle stages for sports and entertainment products. They explore the importance of licensing by defining licensing concepts, distinguishing between licensor and licensee roles, explaining advantages and disadvantages of licensing, and identifying licensing examples in sports and entertainment while developing comprehensive product management strategies for the industry.
<u>Business Operations & Sales</u>	Students identify the role of selling and its importance in sports and entertainment businesses by explaining how selling contributes to economic activity, describing product selection and merchandising processes, demonstrating selling process steps, and developing ticket sales strategies. They understand sponsorship proposals and contracts by identifying components, explaining sponsorship issues and costs, examining benefits, and understanding legal considerations while exploring endorsement contracts, components, celebrity behavior issues, and business rationale for endorsement agreements.
<u>Event and Fan Management</u>	Students understand the impact of event marketing on the sports and entertainment industry by defining event marketing, explaining how it attracts the event triangle components (event, sponsor, spectator), and developing effective event marketing strategies. They learn how fan experience affects sports business success by explaining revenue impact, describing fan experience situations and concepts, understanding game operations and entertainment roles, and creating game operations plans to increase attractiveness while developing effective communication strategies with customers, media, and fans through press releases, press kits, and press conferences.

Standards for Professionalism & Industry Insight in Sports Marketing

Texas Essential Knowledge and Skills (TEKS)

(11) The student identifies the nature and scope of sports and entertainment marketing. The student is expected to:

- research and explain the history of sports and entertainment as an industry and how it impacts today's marketplace **(11(A))**
- identify sports and entertainment marketing terms **(11(B))**
- list major environmental influences on sports and entertainment demand **(11(C))**
- define sports marketing and entertainment marketing **(11(D))**
- explain topics, including legislation and ethics, that impact sports and entertainment marketing **(11(E))**
- research trends and emerging technologies affecting the sports and entertainment marketing industry **(11(F))**
- explain the concept of competition for discretionary income **(11(G))**

(12) The student knows that a career in sports and entertainment marketing requires knowledge of demographics. The student is expected to:

- explore how the use of demographics has influenced the industry **(12(A))**
- differentiate between buying habits and buying preferences **(12(B))**

(13) The student knows that a career in sports and entertainment marketing requires knowledge of the industry. The student is expected to:

- research careers in the sports and entertainment marketing industry **(13(A))**
- list and describe businesses related to sports and entertainment **(13(B))**
- distinguish between the different roles in sports and entertainment marketing **(13(C))**

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Standards for Foundations of Sports and Entertainment Marketing

Texas Essential Knowledge and Skills (TEKS)

(2) The student knows the importance of marketing as well as the functions of marketing. The student is expected to:

- explain the marketing concept as it relates to sports and entertainment **(2(A))**
- describe each marketing function and how it relates to sports and entertainment **(2(B))**
- explain how each component of the marketing mix contributes to successful marketing **(2(C))**
- express the importance of target markets **(2(D))**
- describe advantages and disadvantages of market segmentation and mass marketing **(2(E))**
- explain the importance of market research and analysis **(2(F))**
- illustrate the concept of positioning **(2(G))**
- describe how international marketing has affected the sports and entertainment industry **(2(H))**

(3) The student knows that distribution channel members facilitate the movement of products. The student is expected to:

- explain channels of distribution for sports and entertainment marketing products **(3(A))**
- describe activities of each channel member **(3(B))**

(5) The student knows the marketing-information system. The student is expected to:

- use a marketing-information system to make informed business decisions **(5(A))**
- analyze data used to make accurate forecasts and informed business decisions **(5(B))**

(14) The student identifies reasons a sports and entertainment business would use marketing. The student will be expected to:

- describe and simulate activities to market a sports and entertainment product **(14(A))**
- understand why sports and entertainment businesses use marketing **(14(B))**
- understand the importance of and key components of a marketing plan **(14(C))**
- explain and give examples of marketing using sports and entertainment **(14(D))**
- explain and give examples of marketing of sports and entertainment **(14(E))**

(22) The student understands the strategies of successful entertainment marketing. The student is expected to:

- discuss the different kinds of entertainment distribution **(22(A))**
- identify strategies to market entertainment products **(22(B))**
- explain the promotional value of entertainment awards **(22(C))**

Standards for Promotions & Promotional Planning

Texas Essential Knowledge and Skills (TEKS)

(8) The student knows that successful marketers must develop, implement, and evaluate a promotional plan. The student is expected to:

- identify, create, and demonstrate elements of the promotional mix **(8(A))**
- analyze a promotional plan for effectiveness **(8(B))**

(18) The student understands the importance of branding. The student is expected to:

- define branding **(18(A))**
- differentiate between types of brands **(18(B))**
- identify examples of brand equity and brand extension in sports and entertainment **(18(C))**
- explain the value in building a strong brand **(18(D))**
- determine the characteristics of a successful brand **(18(E))**

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Standards for Business & Economic Concepts

Texas Essential Knowledge and Skills (TEKS)

(1) The student knows business concepts and explains how business satisfies economic needs. The student is expected to:

- categorize business activities such as production, marketing, management, or finance **(1(A))**
- analyze the interdependence each business activity has with marketing **(1(B))**
- demonstrate an understanding of the forms of business **(1(C))**
- demonstrate an understanding of the concept of economic impact **(1(D))**

(4) The student knows how sports and entertainment businesses achieve profitability. The student is expected to:

- evaluate sources of financial information, including budgets, balance sheets, and income statements **(4(A))**
- explain the concept and importance of revenue streams **(4(B))**
- explain the relationship of profit and loss to sports and entertainment products **(4(C))**

(9) The student knows that various types of risks impact business activities. The student is expected to:

- identify business risks that are commonly associated with sports and entertainment business **(9(A))**
- explain methods a sports and entertainment business uses to control risks **(9(B))**

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Standards for Product Management and Planning

Texas Essential Knowledge and Skills (TEKS)

(6) The student knows pricing strategies. The student is expected to:

- compare and contrast pricing strategies **(6(A))**
- analyze the price of sports and entertainment marketing products **(6(B))**

(7) The student knows the elements and processes of product planning. The student is expected to:

- describe stages of new-product planning **(7(A))**
- illustrate the product mix **(7(B))**
- identify stages of the product life cycle for new or existing sports or entertainment marketing products **(7(C))**

(19) The student understands the importance of licensing. The student is expected to:

- define licensing **(19(A))**
- distinguish between licensor and licensee **(19(B))**
- explain the advantages and disadvantages of licensing **(19(C))**
- identify examples of licensing in sports and entertainment **(19(D))**

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Standards for Business Operations & Sales

Texas Essential Knowledge and Skills (TEKS)

(10) The student identifies the role of selling and emphasizes its importance in a sports and entertainment business. The student is expected to:

- explain how selling contributes to economic activity **(10(A))**
- describe the process of selecting and merchandising sports and entertainment products **(10(B))**
- demonstrate steps in the selling process using sports and entertainment products **(10(C))**
- explain the importance of ticket sales **(10(D))**
- develop a ticket sales strategy for a sports and entertainment product **(10(E))**

(16) The student has an understanding of sponsorship proposals and contracts. The student is expected to:

- identify components and content for a sponsorship proposal **(16(A))**
- define and explain sponsorship issues **(16(B))**
- categorize costs associated with a sponsorship **(16(C))**
- identify types of sponsorship sales and relationship development **(16(D))**
- examine benefits of sponsorship opportunities **(16(E))**
- explain laws that may affect a sponsorship agreement **(16(F))**

(17) The student has an understanding of endorsement contracts. The student is expected to:

- identify components of endorsement contracts **(17(A))**
- discuss issues related to celebrity behavior on endorsements **(17(B))**
- research the rationale for a business to engage in endorsement contracts **(17(C))**

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Standards for Event and Fan Management

Texas Essential Knowledge and Skills (TEKS)

(15) The student understands the impact event marketing has on the sports and entertainment industry. The student is expected to:

- define event marketing **(15(A))**
- explain and provide examples of how event marketing attracts all three components of the event triangle (event, sponsor, and spectator) **(15(B))**
- develop an effective event marketing strategy for a sports and entertainment product **(15(C))**

(20) The student knows the effect the fan experience has on the success of a sports business. The student is expected to:

- explain how promoting and implementing a positive fan experience impacts revenues **(20(A))**
- describe situations that impact the fan experience **(20(B))**
- describe the concept of the fan/spectator experience **(20(C))**
- define the term game operations **(20(D))**
- explain the role of game entertainment in the sports business **(20(E))**
- define game attractiveness **(20(F))**
- identify game involvement activities that enhance fan experience **(20(G))**
- create a game operations plan to increase game attractiveness **(20(H))**

(21) The student understands the importance of effectively communicating information with customers, media, and fans. The student is expected to:

- explain why communications in sports and entertainment are important **(21(A))**
- understand issues that impact the business of sports and entertainment **(21(B))**
- define media **(21(C))**
- understand the importance of media rights **(21(D))**
- define publicity **(21(E))**
- differentiate between publicity, public relations, media relations, and community relations **(21(F))**
- create a press release **(21(G))**
- create a press kit **(21(H))**
- simulate a press conference **(21(I))**

Note: This course also incorporates employability skills student expectations from §127.15(d)(1) as referenced in the implementation requirements, which should be integrated throughout all units as professional standards and career development skills.

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